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ODUCER

AMERICAN

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CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

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MARCH 1954



Grass — your best livestock support



**Now, more than ever before,
America's farmers and
ranchers need better grass...
and more of it!**

Even now the nation's new crop of grass is beginning to grow green on farms and ranches in the deep South. As spring moves north across the country, it pays to be ready to give your grass a lift at the proper time. Plant food can be applied before the frost is out of the land. And spring seeding of grasses and legumes should be done in time to catch the earliest growing weather.

If you plan a grass improvement program this year, here are some tips from men who have made their grass pay in a big way. They point out that *improvement should start on your best grassland*. You'll get greater returns faster, and as your income from grass increases, you'll be able to expand your program to poorer land.

Selection of new seed for pasture or range is very important. There are almost 1,200 varieties of grass grown in the U.S. In every section there are improved and adapted varieties especially suited to certain soils and climates. It pays to check carefully with your Vo-Ag teacher, county agent or state experiment station. They know the grasses and legumes that will do best for you.

Good pasture management begins with the seedbed. It should be finely worked and firmly packed. There must be sufficient moisture to promote quick growth. In renovating established pastures there are three steps that work wonders... liming, application of plant foods, and controlling weeds. Results are often amazing. Grass yields are doubled and tripled... and on good land, grass can bring in a return equal to the best crop land.

Getting rid of mesquite, sage and other brush is the big problem in range improvement. But chemical killers "rained down" from airplanes are giving results and cutting costs of brush control. When the brush is gone, native grasses grow again. And new varieties can be introduced to increase carrying capacity.

As the raw material of meat, milk and wool, grass is the Number One Crop of livestock production. That's why grass is so important to all of us in the livestock-meat industry... why it is so important to give it the care it deserves.



**Lots of ways to sell meat
and we use the best of them**

Sell it soon! Sell it well! Keep on working to sell, sell, sell. That

might be a theme song for the Swift salesmen who sell the meat from the livestock you produce. They are trained to be aggressive and to seek broader outlets for meat.

In 1953 you shipped millions of additional head of livestock, especially cattle, to market. Meat packers had to sell over two billion pounds of beef more than they sold in 1952. A sizable job, but every pound was sold.

Every man on Swift's sales force knows that meat is perishable. It must be sold soon. And it must be sold well so that our customers will be satisfied and be back for more.

That means Swift must help induce shoppers to buy more meat and to serve it more often. First, we prepare the various kinds of meat for sale so that they reach consumers as fresh, wholesome, quality products. Our salesmen help retailers display the meat attractively. They constantly give them ideas and sales tips; put up posters;

arrange product displays in the stores to help sell.

Regular advertising in newspapers and magazines tells people how good meat is and how good it is for them. Recipes for new and better ways of serving meat are developed in Swift's Martha Logan Test Kitchens. Folks hear the story of Swift's quality meats on Don McNeill's famous Breakfast Club. They see meat dishes prepared and served on television shows.

Constant research in Swift's Research Laboratories results in new and better ways of handling meat; and in new products, like specially prepared meats for babies.

In short, Swift's business is finding a wider market for meat and other agricultural products—one of the essential services we perform which benefits all producers of livestock and other agricultural products.

Tom Glazer

Agricultural Research Department



**Range Weeds or
Grass, Not Both**

by Professor E. W. Tisdale
University of Idaho, Moscow

With no new ranges to turn to, we must make more intensive use of existing lands. One way to produce more feed per acre is to get rid of weeds. There are three main approaches:

1. By improved management that produces a good cover of forage plants, usually perennials. Often this alone will increase the forage and reduce weeds to a point of little importance.
2. By range reseeding. Where the range is very weedy, range reseeding is often the quickest way to eliminate the weeds and provide a good forage cover.
3. By direct elimination by mechanical means, by weed-killing chemicals or by controlled burning. Some remarkable results are being obtained. Treatment with 2, 4-D has killed heavy stands of Wyethia and other

broad-leaved weeds and doubled grass production in one year. Equally good results have been obtained on sagebrush-grass ranges with the "rotobator" or with chemicals. For both chemical and mechanical methods, best results are obtained on most species by treating them while growth is rapid, before the bloom stage.

The only permanent means of weed control on range lands is by providing competition from better plants. Otherwise, repeated weed control treatments become unprofitable, for weeds will persist in coming back on bare ground.

Harm can be done by treatments which kill desirable plants also. Consult your local extension or experiment station workers for recommended practices to control range weeds and increase your crop of forage and livestock.

Swift & Company

UNION STOCK YARDS, CHICAGO 9, ILLINOIS

Nutrition is our business

Disease is Costly -FRANKLIN Protection is Cheap!

Stop Losses by Prevention!

IT pays to plan ahead—to be sure you protect your animals before infection causes loss.

Immunize against

BLACKLEG and MALIGNANT EDEMA
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BACTERIN

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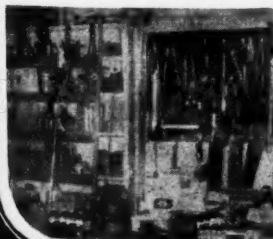
This spring dose when followed in the fall by a booster dose builds up strong resistance against Shipping Fever.

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1. Cattle Grubs. 2. Infectious Scours.
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Aids for Calving Time include Franklin Calf Puller, Franklin Sulfa preparations, and Penicillin.

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about

"you and us"

If you are past
"middle-age" (we are)
31 years does not seem
such a long time.

If you are younger,
looking ahead,
you have lots of time.

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For 31 YEARS now
Bill has been using
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sets the pattern
for future results -
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50 GOOD range bulls
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Hereford
Ranch

Cheyenne, Wyo.



TO THE
EDITOR

SOUTHERN DATA — We have been having a very open and dry winter. Cattle wintered well and with good gains. We have had a good 1½-2-inch rain and grass will be starting. According to banks and cattlemen, we have about 35 to 40 per cent of normal supply of cattle. The cowmen here culled their herds and a lot sold all of their herds; very few big cattle in this area for July and August sales. Demand for stock and feed cattle has picked up and a lot of people say they are going to buy cattle in the spring. We sold a string of 75 stock cows, springers, for \$150 each, Feb. 15 delivery, and a string of light yearling steers, 130 all on calf crop for 22½ cents. A lot of calves around on feed; the boys are asking 21-24 cents, spring delivery.—Frank Eppes, Loudoun County, Va.

ONE SUGGESTION — Reduction of cattle numbers so that demand and supply are in better balance concerns all
(Continued on Page 31)

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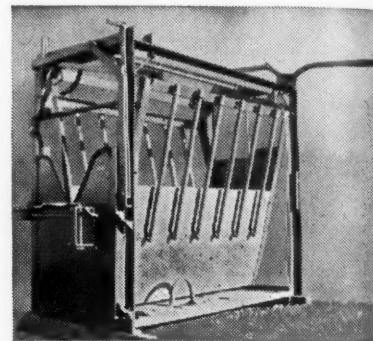
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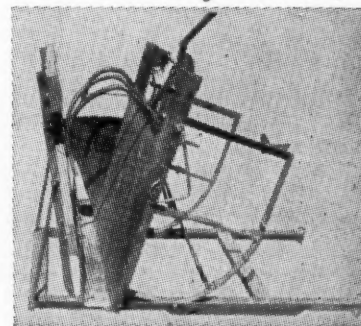
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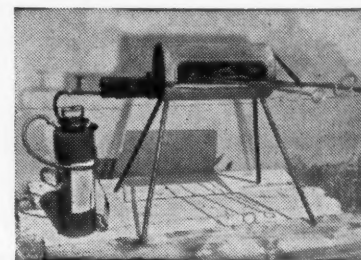
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AMERICAN CATTLE PRODUCER

The Lookout

A RESOLUTION PASSED at the Colorado Springs meeting of the American National in January urging a reappraisal of our situation with respect to anaplasmosis is explained by Lyman Brewster, president of the Montana Livestock Sanitary Board. Anaplasmosis is a serious problem in large areas of the country, and something should be done about it if possible. Mr. Brewster tells about it in the following paragraphs:

WE HAVE AN INFECTION in this country known as anaplasma marginale which causes great loss and which is known to exist in most of the southern and western states. The disease destroys the red blood cells and mortality at times has approached 50 per cent.

THE BUREAU OF ANIMAL INDUSTRY has perfected "the complement fixation test" which appears to be satisfactory whenever antigen is available, but the production of a reliable antigen for use in such tests lies in the realm of the future. Oklahoma, which probably suffers most from the disease, is looking for a vaccine.

IN THE MEANTIME, losses from the disease have been so heavy that stockmen have found it necessary to try to combat the disease -- through highly unscientific methods, such as the vaccination of calves with the live blood of infected animals. No mortality occurs, for some reason, by virtue of the infecting of the young animals. They become disease resistant -- but they remain as perpetual carriers of the disease. Indications are that this is becoming an extensive practice. If it continues it will definitely impair the livestock industry.

IN AFRICA anaplasmosis centrale exists alongside marginale but it is a much milder form of the disease and results in practically no mortality. There the research people have discovered that, for some curious reason, the centrale vaccine as produced by them as a live vaccine seems to control the spread of the marginale. So, in that country it has become common practice, where means of eradication are unavailable, to inject the animals with centrale vaccine. Dr. Alexander of the Union of South Africa, who was brought to the United States to diagnose blue tongue in sheep, said that we have had our heads in the sand insofar as the use of the centrale was concerned.

THE BUREAU OF ANIMAL INDUSTRY has known the situation for a long time and so far no state or federal veterinarian has had the courage to recommend introduction of a new disease which possibly could be used in the control of an old one. It is true that introduction of centrale vaccine would introduce a new disease to this country.

OUR ATTITUDE HAS BEEN that diseases should be eradicated rather than perpetually controlled. Since that is impossible in South Africa, they operate on the basis of control, and the adoption of the program by us would to a certain extent be a reversal of our traditional policy.

BUT WE DO NOT KNOW when the complement fixation test may be perfected to a point where eradication of the disease will become a possibility. If present practices of vaccinating live animals with the live marginale blood are continued the disease may become so widespread that eradication will become a virtual impossibility; it is conceivable that we will be forced to the position of using the centrale as a control measure.

IT WILL BE NOTED from the resolution adopted by the American National that in this highly controversial subject we asked that the Department of Agriculture reconsider its position with the view in mind of possibly introducing centrale into our country.

IT IS MY ATTITUDE that it is necessary to introduce the centrale vaccine into the United States as a preventive measure to be used until our research is able to catch up with us with a test which will make it possible to remove the carriers from the infected herds if there are not too many at that time. Otherwise we will have to face the fact that use of live marginale blood will continue to be a hidden practice and endanger the herds in this country. We see no reason why the centrale vaccine will not perform here as it does in the Union of South Africa.

CATTLEMEN ARE INVITED to send in their opinions on the subject.

March, 1954

Willys 4-Wheel-Drive Vehicles

Help Keep Work on Schedule...



Mr. W. G. Watt specializes in Milking Shorthorn Cattle and also raises approximately 800 head of hogs a year.

AT WAFARM

Murrayville, Illinois

Mr. W. G. Watt, Owner of Wafarm, Says:

"We can reach our cattle anywhere in the fields, anytime, even when the ground is soft from Spring thaws, with the truck that always gets there—that's our 4-Wheel-Drive Willys Truck! On any kind of job, the Willys is a real time-saver." Hurricane Engine power and 4-wheel drive give this rugged tonner the traction to go through mud, snow and sand that stop other trucks. Once you put the Willys on your place, you'll wonder how you ever managed without it. See your nearest Willys dealer.

4-WHEEL-DRIVE WILLYS TRUCK

AT CEDAR BROOK FARMS

Prospect, Kentucky

Mr. Herbert Edwards, Manager, Cedar Brook Farms, Says: "The 'Jeep' is our handiest piece of equipment. It more than pays its way every day in the year on job after job—and especially when our other power units are busy." The extra traction of 4-wheel drive teamed with the Hurricane Engine gives power comparable to a two-plow tractor. Selective 2- and 4-wheel drive, with regular and low gear-ratios, provide correct speeds for transport, hauling, towing and field work. The 'Jeep' can help you do a bigger day's work . . . ask for a demonstration on your farm.



Cedar Brook Farms, noted for the breeding of Black Angus Cattle, have won many awards for their stock.



4-WHEEL-DRIVE UNIVERSAL

'Jeep'

KAISER-WILLYS SALES DIVISION • WILLYS MOTORS, INC. • TOLEDO 1, OHIO

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IN FEBRUARY WE PUBLISHED an article by Mr. Charles Burmeister, former top livestock expert in the USDA, on cattle prospects for 1954. It set forth, among other things, his estimate of cattle numbers on Jan. 1, 1954. Several days after the PRODUCER was in the mails, the government announced its cattle population figure. The discrepancy in the two counts was about 2.5 million cattle.

Of course neither Mr. Burmeister nor the PRODUCER knew what the government figures would be. What had been evident for some months, however, was that the cattle population was no longer skyrocketing. Even before the start of the year, observers both in and out of government had predicted a slowing down, and many believed, as did Mr. Burmeister, that numbers would actually be lower than in 1953.

Mr. Burmeister's figure was lower than the government's largely because he based his estimate on a lower calf crop factor. The government's survey and data apparently indicated a crop of about 88 per cent. When you are dealing in millions, even a slight percentage change becomes highly important.

The prime purpose of cattle population figures, however, is not so much to set down exact total numbers (the government figures themselves, while usually quite accurate, have in times past been off as much as 4 per cent) but to show trends. For instance, the 6 per cent increase in beef cows indicates to the cattlemen that cow numbers are getting too high; that substantially greater numbers of cows will have to be marketed this year if the beef cattle herd is to be trimmed to efficient size.

The present government figure of 94,677,000 for total cattle (up a little more than 1 million from a year ago—even though higher than Mr. Burmeister's) gives the same encouraging information that the big increase in cattle numbers has been halted as did Mr. Burmeister. Numbers for the three previous years had been jumping as high as 5.8 million a year. So by both figures the trend in the cattle increase is down.

The PRODUCER this month carries the details of the current government cattle count—valuable infor-

mation for the cattleman. May we also again refer the reader to the important points in Mr. Burmeister's article last month? For instance, his showing that if the optimism of 1951-52 had been continued through 1953, slaughter steer prices last year would have been 10 to 15 per cent higher than they were, and his observation on today's optimism in the cattle industry which should help to lead to better prices.



Cattle Numbers

THE CATTLE INDUSTRY WAS taken by surprise when the annual livestock census issued by the Department of Agriculture was released on Feb. 12 and showed an increase of slightly more than 1 million head of cattle of all types—which sets a new all-time record high of 94,677,000 head.

Early in the year 1953 it was predicted that there would be a further sharp rise in cattle numbers during the year—possibly as much as 2-3 million head; but as the terrific runs continued, the experts began to change their estimates until finally they had gotten bold enough to predict a decrease of at least several hundred thousand head.

When the first estimates indicating a possible decrease in numbers were issued, it was still indicated that cow numbers would increase; but toward the end of the year here, too, the tune was changed and it was suggested that there might be a slight decrease in cow numbers.

One of the reasons for this unexpected increase seems to have been the very favorable weather conditions in most parts of the country, with a resultant calf crop 'way above the normal percentage. However, if we had stayed a little closer to the realities of the situation, we would have been forced to recognize that cow marketing just simply was not heavy enough to bring about any liquidation of total numbers.

Again it is demonstrated that

you have to get the percentage of cows and heifers in the federally inspected slaughter up to 50 per cent or better if you are going to control the situation. As it is, while there was a substantial increase in total number of cows marketed due to the increase of more than 8 million head in total slaughter, the percentage increase was relatively small: 43.3 per cent in 1953 against 41.8 in 1952.

To analyze the figures a bit: beef cows two years old and over reached an all-time high of 23,755,000, compared with 22,490,000 the year before; yearling and two-year-old heifers, however, dropped from 6,350,000 on Jan. 1, 1953 to 6,182,000 on Jan. 1, 1954; steers dropped from 9,039,000, Jan. 1, 1953 to 8,087,000, Jan. 1, 1954; calves increased from 17,116,000 to 17,237,000, while bulls showed practically no change. Total beef cattle increased practically 200,000 head, while total dairy cattle increased practically 840,000 head—mostly, of course, in dairy cows.

From the above, it would seem logical to urge heavy marketing of cows and heifers, yearlings and calves. This process should continue throughout the year if total slaughter for the year can be brought up to or exceed, the approximately 36½ million head slaughtered in 1953—likewise an all-time record high. In order to bring this about, it is to be hoped that cattle prices can be held on a fairly even keel. If cows go off too much, it will shut off marketing, as was done last fall, when they got to a point that it seemed no longer profitable to send them to market but a good bet, instead, to raise another calf. A continuation of that policy will surely get us in worse trouble than we were in last year.

The Randall Report

THE RANDALL COMMISSION'S report to President Eisenhower on a study of foreign trade is discouraging to the cattle industry.

The commission's recommendation contains many objections. We are listing some of the main ones below.

It would again grant authority to the Executive to make trade agreements. Traditionally this is a prerogative of Congress.

(Continued on Page 33)

The 'National' At Work

● Aggressive beef marketing and co-ordinated research were stressed at a conference of all segments of the industry in Chicago Feb. 23. American National vice-president, Jay Taylor, chairman, said it was the first of a series of meetings across the nation called to determine how producers can best integrate beef promotion with programs of established agencies like the National Live Stock and Meat Board, retailers, packer organizations and individual packers. John Marble of California, chairman of the association's marketing committee, outlined the programs of the western states which helped move the big beef output in 1953 and showed housewives ways to get more value from the beef dollar. These programs were coordinated with other livestock groups, packers, retailers and extension specialists, and the industry representatives encouraged similar programs for big consuming areas through established cattle and farm organizations.

● Alan Rogers, Washington, chairman of the National's research committee, said his group is working toward minimum duplication in research and emphasis on projects for increased production, feeding efficiency and by-product utilization. The committee hopes to function as clearing agency for information helpful to all phases of the industry. . . . American National Secretary F. E. Mollin and PR Director Lyle Liggett also attended the conference.

● Frank S. Boice, Sonoita, Ariz., past president of the American National, and P. E. Williams, Davenport, Fla., an American National executive committeeman, took part in the Livestock Advisory Committee conference with USDA officials in Washington, D. C. The committee recommended special effort on finding ways to identify carriers of dwarfism before they are used as breeders. Other recommendations called for further research in range improvement, animal nutrition, processing, utilization of fats, nutrients in meat, marketing, imports and exports.

● Loss carry-back for two years instead of the present one year, with retention of the carry-forward-for-five-years provision, has been recommended by President Eisenhower and tentatively accepted by the Ways and Means Committee as an amendment to the Internal Revenue Code, according to Stephen Hart, attorney for the National Live Stock Tax Committee.

● One or another of top American National officers will attend up-coming state conventions, which include: Kansas, March 12-13, Wichita; Texas, March 22-24, San Antonio; New Mexico, March 28-30, Albuquerque; Washington, May 13-15, Okanogan; Oregon, May 17-19, Baker; Montana, May 20-22, Miles City;

Idaho, May 19-21, Lewiston; Wyoming, June 1-3, Laramie; Colorado, June 2-5, Pueblo; North Dakota, June 7-9, Dickinson; South Dakota, June 7-9, Hot Springs; Nebraska, June 10-12, Chadron.

● The legislative committee of the American National is in Washington to attend a series of conferences with various government agencies. Included in problems to talk about are beef promotion and long-term credit for the industry. Legislative committee members are President Jay Taylor, ex-officio member; Vice-President Don Collins, chairman; Norman Barlow, Wyoming; G. R. Milburn, Mont.; Robert Lister, Ore.; Cushman Radebaugh, Florida, and J. G. Montague, Texas.

● Sam Hyatt, immediate past president of the American National has been in the capital with other members of the Taylor Grazing National Advisory Council at a meeting of that group; also attending hearings on the Hope bill (HR 6787, the administration's grazing bill).

● American National President Jay Taylor at the Utah Cattle and Horse Growers Association annual meeting said Secretary Benson's "courage of his convictions" had helped the nation's beef cattle producers to stave off "political lures" for government price supports and controls of their industry. He said the industry was becoming stabilized through its own efforts. . . . Vice-President Don Collins at the Louisiana Cattlemen's Association meeting said "we proved we could work ourselves out of a problem and that consumers would eat every pound of beef we produced." He said the emergency program is about over "but the taxpayer would have been saddled with price supports forever if the cowmen had let themselves be enticed into them."

● The architects are drawing final plans for the American National building, and by summer construction should be started. Contributions are coming in at a good pace but more stockmen are invited to add to the fund so that their names may join the hundreds who have already given to this permanent home for their association's offices.

'REAL' BEEF COST LOWEST

The cost of beef when measured by the number of minutes required by the average American production worker to purchase a pound of it hit an all-time low last year, says the American Meat Institute. Only 23.6 minutes of work would earn a pound of beef, 21.2 minutes would earn a pound of "all meat" in 1953. During the depths of the depression, it took 35 minutes of work to earn a pound of beef and 30.8 minutes to earn a pound of "all meat." The average retail price of beef, estimated at 69.6 cents per pound, was the lowest since 1949, while the average "all meat" price of 62.5 cents per pound was the lowest in three years. Beef prices cover choice grade only. "All meat" prices are a composite of several cuts of all kinds of meat.

The Public . . . and You

BY
LYLE LIGGETT

A "VAST, untapped resource" is what experts in beef merchandising and promotion consider the thousands of men and women of the cattle business.

The individual enthusiasm and will-to-work of the rancher and his wife has been hailed as the biggest single factor in the success of any national beef promotion program.

The experts say that the men and women of the cattle business have two major functions in convincing the consumer that he should enjoy more beef.

First, are the individual efforts of the cowman in his own area—the promotion of more beef consumption by his own neighboring townsmen.

Second, is the stimulation that individual effort will give the distributors and retailers of beef to expand their own merchandising and promotion of beef.

Thousands of cowmen and women have already demonstrated that there are as many beef promotion "stunts" and techniques as there are people actively and enthusiastically devoting their time and energies to the problem.

Such promotion techniques as producer-stimulated cooking schools, fair booths, local press and radio relations, recipe contests and distribution, and intensive producer-retailer cooperation have been demonstrated to be effective even on the most limited local level.

"If a million cowmen could only increase their own and their immediate neighbors' consumption of beef by a pound or two, it would have a tremendous impact on the over-all problem," one merchandising specialist pointed out.

The PRODUCER will print stories on specific promotion techniques as they are reported from producing states. Such a story is the one in this issue describing the California industry-cooperation program.

Besides bringing new and expanded attention to beef, the local beef programs have served a second purpose. They have given retailers added stimulus to "push" beef sales over their counters.

The retailer is only human in being pleased that at least one producer group has demonstrated its concern for the ultimate goal of its product — getting food into stomachs instead of storage.

The retailer, however, has many, many items to sell and he cannot devote too much attention to any one item. So he is particularly appreciative of any help — recipe cards, tie-in publicity for specific cuts, other merchandising aids — which the local stockman can give him as mutual problems are recognized and understood.

Individual enthusiasm and ideas cost little, but results can be spectacular and far-reaching. Particularly so when stockmen, used to hard and consistent work, put their full attention toward solving a problem.

AMERICAN CATTLE PRODUCER

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Nation's Livestock Population Count

U. S. COUNT SHOWS 94,677,000 CATTLE

Significance: Even though numbers increased one million head during 1953, the skyrocketing in the cattle population has slowed materially; numbers spurted 5.8 million during each of the years 1951 and 1952.

LIVESTOCK AND POULTRY ON farms and ranches showed a net decrease of 1 per cent during 1953. This is the first time since 1949 that the number has shown a decrease. The aggregate for Jan. 1, 1954, is 9 per cent below the peak of Jan. 1, 1944. Cattle numbers were up slightly from a year earlier while hog numbers declined sharply. Sheep numbers decreased the second consecutive year, while horse and mule numbers continued to decline. Chickens on hand showed a modest increase, while turkeys on hand were about the same as a year earlier.

Combining the different species on the basis of their economic importance shows livestock numbers decreasing 1 per cent and poultry increasing about 2 per cent. Meat animals (all cattle, hogs and sheep) decreased 1 per cent. Milk stock (milk cows, heifers and calves) showed a 2 per cent increase.

CATTLE

The number of cattle and calves on farms and ranches Jan. 1, 1954, was estimated at 94,677,000—a new all-time record. This is 1 per cent, or 1,040,000 head, above the previous record of a year ago and 16 per cent above the 10-year (1943-52) average of 81,673,000 head. This was the fifth consecutive

BEEF COW FIGURE IS UP 6 PER CENT

Significance: More beef cows must be marketed to trim nation's herd to efficient size. Marketing should be started immediately to avoid a fall glut; to get better prices through earlier, orderly marketing.

year in which cattle numbers have increased, but the rate of increase was much less than in 1952 and 1951. In 1952 the increase was about 7 per cent and 5,800,000 head and in 1951 was also up about 7 per cent and 5,800,000 head.

The increase in cattle and calves during 1953 was largely in cows (milk and beef) two years old and older, amounting to about 4 per cent or 1,900,000 head. Milk cows increased nearly 3 per cent or 640,000 head, while beef cows increased nearly 6 per cent or 1,265,000 head. Milk heifers 1 to 2 years old were up 1 per cent and heifer calves kept for milk were up 2 per cent. Beef heifers decreased about 4 per cent or 230,000 head, and steers one year old and over decreased nearly 11 per cent or 952,000 head. Cattle on feed Jan. 1, 1954, included in the total cattle estimates, were down 9 per cent from a year earlier and were estimated at 5,334,000 head compared with 5,884,000 a year earlier.

All records showed an increase, except in the west north central, which had a 1 per cent decline. The north Atlantic, east north central and south central regions each had a 2 per cent increase over a year ago. The south

STATES' CATTLE

Jan. 1, 1954*

(In thousands)

	All Cattle 1954	1953	Beef Cattle 1954	1953
Alabama	1,879	1,708	1,093	971
Arkansas	1,566	1,491	828	785
Arizona	909	947	830	870
California	3,349	3,283	1,897	1,863
Colorado	2,096	2,161	1,801	1,873
Florida	1,679	1,662	1,386	1,376
Georgia	1,439	1,358	810	749
Idaho	1,253	1,205	839	827
Illinois	3,946	3,869	2,407	2,353
Kansas	4,298	4,341	3,452	3,484
Louisiana	1,842	1,771	1,294	1,252
Michigan	2,043	2,003	484	472
Mississippi	2,039	1,888	1,100	998
Missouri	3,950	3,950	2,453	2,511
Montana	2,281	2,152	2,105	1,984
Nebraska	4,752	4,992	4,032	4,286
Nevada	607	601	570	566
New Mex.	1,175	1,237	1,102	1,157
N. Dak.	1,881	1,726	1,220	1,097
Oklahoma	3,315	3,218	2,432	2,336
Oregon	1,429	1,374	1,043	1,003
S. Dak.	3,205	3,052	2,603	2,469
Texas	8,587	8,853	7,033	7,232
Utah	740	733	553	555
Wash.	1,084	1,052	633	619
Wyoming	1,178	1,178	1,101	1,100

*Figures shown are for states having American National Cattlemen's Association affiliation.

Atlantic region was up 3 per cent and the West was up 1 per cent. Only seven states had fewer cattle on hand than a year ago. Iowa was down 6 per cent; Nebraska, 5 per cent; Kansas, 1 per cent; Texas and Colorado, 3 per cent; New Mexico, 5 per cent, and Arizona, 4 per cent. Missouri, West Virginia and Wyoming showed no change.

The inventory value of all cattle and calves was about 8.7 billion dollars, 3.3 billion less than a year ago and 7 billion less than the all-time record inventory value of 15.7 billion dollars on Jan. 1, 1952. The average value per head of cattle and calves on hand was \$92.40, compared with \$128 a year ago and the record value of \$179 on Jan. 1, 1952. This was a decrease of about \$26 per head in 1953 compared with a \$50 decrease in 1952.

SHEEP

Stock sheep numbers, estimated at 26,905,000 head, were about 4 per cent or 795,000 head below the 27,700,000 head a year earlier. The Jan. 1, 1954, inventory was only 3 per cent above the record low on Jan. 1, 1950. Declines occurred in all classes. Ewe lamb numbers again dropped sharply, showing a 10 per cent decrease after a 21 per cent decrease during 1952. The number of ewes one year old and over declined 2 per cent. The number of sheep and lambs on feed for market Jan. 1, 1954, was 4 per cent below a year earlier.

The decline in breeding ewes one year old and over reflected the sharp decline in ewe lambs held from the 1952 lamb crop. Ewe lambs are equal

(Continued on Page 33)

CATTLE COUNT IN U. S. JAN. 1, 1954

(In Thousands)

	Value Per Head	Total All Cattle	Total Beef Cattle	Beef Cattle Breakdown					Cattle on Feed*	Total Milk Cows
				Cows and Hfirs. 2 Yrs. Up	Heifers 1 to 2 Years	Calves	Steers	Bulls		
1940	\$40	68,309	31,877	10,676	3,357	10,936	5,283	1,625	3,633	36,432
1941	43	71,755	34,372	11,366	3,789	11,413	6,119	1,685	4,065	37,383
1942	55	76,025	37,188	12,578	4,055	12,219	6,596	1,740	4,185	38,837
1943	69	81,204	40,964	13,980	4,547	13,239	7,361	1,837	4,445	40,240
1944	68	85,334	44,077	15,521	4,971	13,768	7,849	1,968	4,015	41,257
1945	67	85,573	44,724	16,456	5,069	12,871	8,329	1,999	4,411	40,849
1946	76	82,235	43,686	16,408	4,859	12,810	7,727	1,882	4,211	38,549
1947	97	80,554	42,871	16,488	4,636	12,804	7,109	1,834	4,322	37,683
1948	117	77,171	41,002	16,010	4,518	12,046	6,672	1,756	3,821	36,169
1949	135	76,830	41,560	15,919	4,657	12,033	7,270	1,681	4,540	35,270
1950	124	77,963	42,508	16,743	4,754	12,516	6,805	1,690	4,463	35,455
1951	160	82,025	46,419	18,396	5,082	14,265	6,987	1,689	4,598	35,606
1952	179	87,844	52,207	20,590	5,881	15,636	8,332	1,768	5,024	35,637
1953	128	93,637	56,893	22,490	6,350	17,116	9,039	1,898	5,884	36,744
1954	92	94,677	57,090	23,755	6,120	17,237	8,087	1,891	5,334	37,587

*Included in other beef classifications.

Nation Benefits—

RESEARCH ON MANY FRONTS

(Creation of a new committee to keep pace with the increasingly important subject of research featured the 1954 convention of the American National Cattlemen's Association at Colorado Springs. There is growing awareness of the need to study ways and means leading to more efficient production of livestock. In the ensuing columns the Producer brings forth some of the latest information on the status of research.—ED.)

OUR RESEARCH SETUP

A QUESTION-AND-ANSWER FEATURE in Chemurgic Digest develops some interesting points about public research in agriculture. (The answers are excerpted from those made by Dr. Byron T. Shaw, USDA Agricultural Research Service administrator. He was a speaker at the Colorado Springs meeting of the American National.)

Q. How many federal and state agricultural experiment stations do we have in the United States?

A. USDA carries on research at about 400 field locations, including cooperative work at state stations. A fairly close estimate of physical locations for both state and federal would be 500.

Q. Why must we have this many research centers?

A. There are many kinds of climate, soil and industry and many problems of raising crops and livestock and marketing. By combining federal, regional and state forces, answers to the diverse problems are obtained more quickly and more economically.

Q. Who proposes the research?

A. Most research originates in actual difficulties faced by the people. Problems that finally become research projects in the department may come from individuals, processors, marketing agencies, industry committees or other groups.

Q. Does research at the state stations originate in the same way?

A. The route is similar but shorter. Problems of ranchers, rural communities, local processors or marketing agencies are often brought directly to the station. County agents, SCS workers or members of legislatures may bring them in.

Q. Where does the scientist fit into the research picture?

A. He keeps up to date on research in his field. Projects that are submitted to administrators have already been considered by the scientist from the standpoint of usefulness and originality. It remains for the administrator to select projects that fit into the broad areas of research that are considered most necessary and practical.

Q. How do you go about dovetailing the separate areas of research to avoid duplication?

A. Research in the department is approved and coordinated in the office of

the research administrator who has a small staff of specialists who devote full time to coordination within their assigned fields.

Q. How are these coordinators able to know what is going on all over the country on a given subject?

A. Records of department and federal grant activities are kept for ready reference.

Q. How about research conducted with state funds?

A. Most of the state stations voluntarily furnish the office of experiment stations a list of their projects. The OES has specialists who visit the state stations once a year.

Q. What about coordinating research efforts with those of industry or other private groups?

A. Because industrial research is often geared to development of new products in a highly competitive field, cooperative efforts between public and private research haven't developed to the degree of state-federal cooperation. But we do work closely with industry in much of our research.

PROGRESS IN BLOAT

THE OLD COW-KILLER, BLOAT, may eventually be knocked out by research. It has been found that saponins or associated substances in alfalfa are one cause of this ancient ailment.

The USDA points out that bloat has been steadily increasing in recent years—at the same time as improved legume varieties have become available. And it's an old trouble. A Roman author's description of the ailment, written in 60 A. D., shows that its symptoms have changed little through the centuries. In fact, treatments used today for bloat are similar to those prescribed by the Romans.

Legume saponins have long been suspected as the cause for bloat, but there was no way to isolate them in identifiable form and in amounts sufficient for test feeding.

Saponins (plant materials that produce a soapy lather) are found in many plants and are used by clinical laboratories in analyzing blood. Saponin content of alfalfa, says the department, depends on variety, cutting time, soil fertility and possibly other conditions.

W. D. Maclay and co-workers at the Western Regional Research Laboratory worked out a method for recovering several pounds of saponin per ton of dry alfalfa. Their product was tested at the Beltsville Agricultural Research Center on five yearling ewes, two goats and one heifer.

The animals were pastured on alfalfa or a ladino clover for several days, then drenched with juices of these legumes to establish their susceptibility to bloat. Then alfalfa saponin—15 to 75 grams

in a pint to a quart of water—was administered to each animal through a stomach tube. In eight out of 10 tests, it caused definite distention of the rumen. In all cases, distention appeared due to gas retention rather than froth, since a stomach tube passed into the rumen quickly relieved the bloated condition.

WETTER WATER

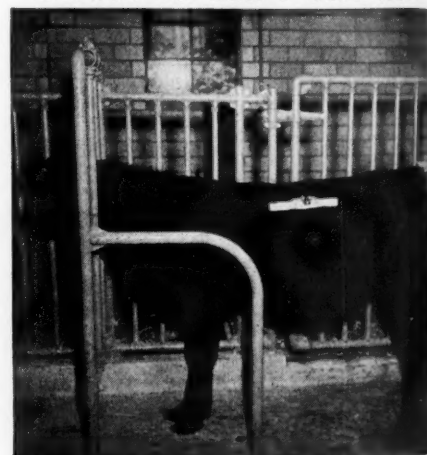
"SURFACTANTS," SHORT FOR "surface-active agents" are new chemicals designed to increase and conserve soil moisture.

Like detergents, emulsifiers and textile wetting agents, soil surfactants increase water's wetting ability. They help moisture move through soil pores to subsurface layers, make it more easily usable by plants.

One promising possibility, says E. R. Lemon, Agricultural Research Service soil scientist working with the Texas Agricultural Experiment Station, is the use of surfactants to reduce evaporation losses that can rob the soil of a high proportion of its total rainfall in subhumid or semiarid regions. Even a small reduction in evaporation could significantly increase the moisture available to crops.

A simple way to check soil evaporation has been developed by Mr. Lemon and associates to aid in determining the moisture-saving value of surfactants. Industry and public research agencies are intensifying study of the new chemicals.

Window to Cow's Stomach



A group of scientists at the Iowa State College has developed an artificial cow's stomach to study their digestion. The artificial rumen, the cow's extra stomach, is helpful in understanding of digestion as it occurs in cattle and how more feeding value can be obtained from hay and other roughages by the use of suitable cattle supplements. Picture shows rumen fistulated steer from which artificial rumina are initially charged with cattle stomach contents. Authenticated News photo.

AMERICAN CATTLE PRODUCER

DWARFISM

WHAT CAN A RANCHER DO ABOUT dwarfism? is a question posed in a story in Agricultural Research.

Dwarfism is inherited. It is not a disease, nor due to any fault of environment (such as deficient diet). Dwarf characteristics are transmitted by one or more recessive genes. This means that apparently normal cattle may still carry the gene and pass it on to some of their offspring. Also, animals that look normal are either carriers or dwarf-free; there are no semi-carriers or partly dwarf-free animals. And if both parents are carriers, one-fourth of their calves, on the average, will be dwarfs. No major beef cattle breed or line of breeding is known to be dwarf-free.

The rancher's first step in this problem, says the USDA publication, is to limit or stop, if possible, matings between carrier animals. So far, the surest way to find carriers is by slow and expensive breeding tests. If a dwarf is born, you can be certain both its parents are carriers. But it takes many matings to obtain satisfactory evidence that an animal is not a carrier.

For a breeder to be sure 49 times out of 50 that an unproved bull is dwarf-free, the bull must produce normal calves with no dwarfs when bred to 14 proved carrier cows or to 30 cows sired by a known carrier bull (half of which, theoretically, would be carriers).

A reliable shortcut to finding dwarf-free bulls is obviously needed. But its accuracy must still be checked by breeding tests. That's why cows that have borne dwarfs (proved carriers) are valuable. They should not be slaughtered but saved for use as test animals.

The profilometer is the only means now in sight that can help us to distinguish—with reasonable accuracy and without extensive breeding tests—be-

tween carrier and dwarf-free cattle. The instrument was conceived by P. W. Gregory of the California Agricultural Experiment Station. USDA and state workers and livestock industry representatives are cooperating in trial use and further research on the profilometer.

This device is used to draw a profile outlining the shape of a bull's head on a line extending from between the ears to the nose. The profile is then analyzed to determine whether the bull carries the dwarf gene.

Abnormalities of dwarf calves—a broad, short face, bulging forehead, pot belly, stunted growth—indicate that dwarfism involves a deficiency of the pituitary and thyroid. These glands exert a profound influence on head shape. A carrier animal, though showing no other definite sign of recessive dwarfism, may still have a slight but measurable forehead bulge. This is the theory behind the profilometer's development.

Profilometer diagnoses of mature horned Hereford bulls, in herds where dwarfism was known to occur, have identified the carrier bulls with few exceptions. Profiles are not yet reliable, however, for determining carriers among mature bulls of other breeds, or among younger bulls and cows. This does not mean that the profilometer is unsatisfactory. It does indicate the need for further study to determine the extent of usefulness of profiles.

The immediate research goal is not to make the profilometer 100 per cent accurate, but to establish for it a reliable degree of accuracy—similar to that of breeding tests—that will make it practical for wider use. By keeping proved carrier cows, and by profiling and then carefully breed-testing their young bulls, cattle breeders can greatly aid researchers in bringing dwarfism under control.

ADVISORY COMMITTEE

RESEARCH needs of the livestock industry were pointed up at a meeting of the Livestock Research Advisory Committee with USDA officials in Washington.

Special efforts on finding ways to identify carriers of dwarfism before breeding was urged. Members also recommended that the USDA continue research work on animal nutrition and on parasites and insects affecting animals, the expansion of work on range and grassland improvement and management, and further study of animal and shelter requirements.

In utilization research, recommendations included: (1) determination of the basic chemical composition and improved processing methods of animal foods; (2) further study of industrial utilization of animal fats and oils in synthetic detergents and animal foods; (3) study of leather-making proteins of hides to determine the properties of hides and their behavior in tanning, and (4) study of the effect of fat on human requirements for other nutrients in the diet, together with a determination of the important nutrients in meats.

In marketing research, chief recommendations were that work be continued on grades and standards and on studies of consumer preferences and that market information on fats and oils and the outlets for them be kept current.

In marketing service and education, the committee recommendations included: (1) expanded work by state departments of agriculture to maintain market statistics within the state and improve the marketing situation; (2) keeping information on meat and livestock supplies in Canada and Mexico current, as well as information on canned meats from South America, and (3) a study of outlets for United States hides in foreign countries.

Committee members attending the meeting included Frank S. Boice, Sonoita, Ariz., past president of the American National, and P. E. Williams, Davenport, Fla., vice-chairman, a member of the American National executive committee.

COASTAL BERMUDA

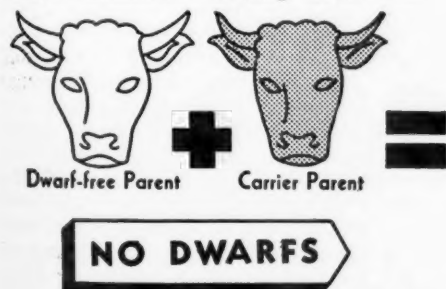
COASTAL BERMUDA GRASS provides feed in the South long after other pastures have burned out, tolerates more frost than other summer-growing grasses and produces more beef per acre.

The grass—subject of an article in Agricultural Research—is a hybrid between an outstanding domestic Bermuda grass and one from South Africa.

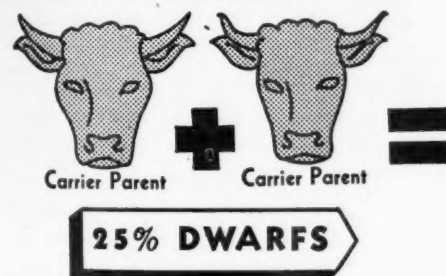
At the Georgia Coastal Plain Experiment Station at Tifton, where Coastal Bermuda was developed in cooperation with the USDA, rainfall was only 57 per cent of normal in June and July of 1952. But beef production dropped just 5 per cent, and the hay yield was comparable to that of previous years.

The article continues:

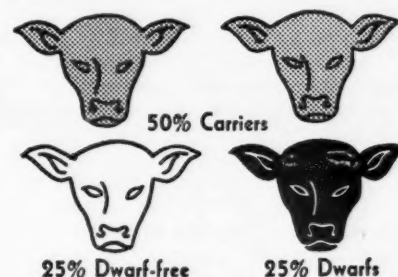
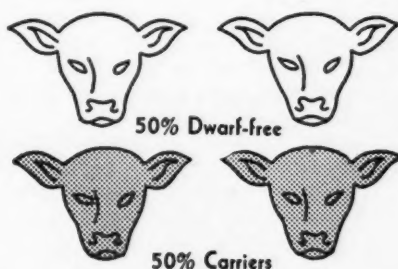
Its ability to produce more beef per acre than other pasture grasses is the



An average of half the calves produced will be carriers if either of their parents has dwarf gene. Thus the carriers in a herd tend to multiply rapidly, increasing chance of dwarfs.



Recessive gene for dwarfism will result in production of dwarf calves only if both parents carry this characteristic. Carrier animals are found in all the major breeds of beef cattle.



main reason for its growing popularity. Over a five-year test, this hybrid grass produced an average of 116 pounds more beef per acre than common Bermuda and 52 pounds more than Pensacola Bahia grass.

Nitrogen fertilizer is turned to good use by Coastal Bermuda. It yielded two pounds of beef for every pound of nitrogen up to 200 pounds per acre applied in a Georgia test.

Grazed from April to mid-September, Coastal Bermuda pastures that got 200 pounds of nitrogen per acre produced 655 pounds of gain. Pastures receiving 100 pounds of nitrogen averaged 450 pounds of gain per acre, and 50 pounds of nitrogen yielded 279 pounds of gain.

Grown with crimson clover—but no nitrogen — Coastal Bermuda produced 365 pounds of beef per acre. In other words, a good stand of crimson clover in Coastal Bermuda sod supplied nitrogen in addition to considerable grazing. This combination produced as much beef as 75 to 80 pounds of nitrogen fertilizer. (All plots received adequate phosphorus and potassium.)

It carries a great deal of the productive vigor associated with hybrid plants. A stand of this all-purpose grass is useful the year 'round because it grows tall enough to make hay or silage as well as pasture. It resists attacks of the root-knot nematode, so grows well with clover and lespedeza when properly fertilized and managed. It tolerates frost better than other summer growing grasses.

On the matter of planting, this grass is propagated vegetatively. (There's rarely any seed in the heads.) Farmers are finding that it costs less to grow their own Coastal Bermuda planting stock in established nurseries than to start other pasture grasses from seed.

Some farmers plant Coastal Bermuda sprigs with machines designed for setting out tobacco plants, trees or other transplants. Others get successful stands by broadcasting the sprigs and disking them into the soil, where they soon take root.

FEEDING BEEF TALLOW

The Chicago Union Stock Yards and the American Meat Institute are experimenting with beef tallow in cattle feed. Twelve yearling steers are being fed corn, brewers grain and hay and 12 others are getting the same thing except that the stabilized rendered beef tallow is being substituted for part of the corn. They'll find out two things: Whether the cattle like tallow; and how the tallow affects gain.

ANIMAL FATS HELP MAKE TIN

A USDA report tells about investigations resulting in new outlets for animal fats in hot-dip tinning of steel sheets and as plasticizers for vinyl chloride resins. Vinyl plastics currently require 200 million pounds of plasticizers annually. Animal fats were found as satisfactory as palm oil in the hot-dip tinning. Approximately 15 million pounds of palm oil are imported annually.

The Market Picture

TWO MAJOR FACTORS APPEARED

In the cattle picture in February—one encouraging to the finishers of cattle, the other discouraging to the cow and calf grower. On the one hand, volume of fed cattle receipts was gradually working down closer to marketings of a year ago as well as federal slaughter. On the other hand, the USDA livestock inventory report released at mid-February showed an upturn of better than 5 per cent in beef cow numbers.

While the never-ending heavy marketings of fed cattle continued to roll all through January, there were some indications of reduced runs by mid-February. Slaughter of cattle for the month of January figured 17 per cent over a year ago, which was then thought to be quite a record. However, following the week-by-week slaughter, which some weeks in January was as much as 40 per cent above last year, we find by mid-February the increase has been reduced to some 12 to 14 per cent.

Of course this increase of various proportions cannot be correlated to the reported 9 per cent reduction in numbers of cattle on feed, other than to observe that cattle are being marketed with shorter than normal feeding periods and an increase is noted in the number of cows slaughtered compared with a year ago.

The extreme comparison is shown, however, in looking back to two years ago. Cattle slaughter so far this year has been running weekly some 40 to 60 per cent over two years ago, some weeks have reached 65 to 70 per cent greater, and at mid-February figured around 30 per cent above the same period in 1952. Not to be overlooked, along with shorter feeding and lighter weights, is the resulting drop of some 4 per cent in tonnage produced per head.

As large numbers of finished cattle continue to roll to market at what we consider rather disappointing prices at this writing, one should occasionally take stock of the tremendous consumer demand which continues to absorb more and more beef. A look at cold storage holdings is evidence enough to establish this. We had some 12 per cent less beef in storage Jan. 31, 1954, than the year previous. Yet we produced more beef than a year ago. Frozen pork in storage on Jan. 31 was some 36 per cent short of a year ago. Strangely enough, we had more butter in storage than frozen pork! Storage of red meats currently is scarcely enough to feed this nation for two weeks. It took only a reduction of some 20 to 25 per cent in hog slaughter for consumer demand to boost hog prices some \$7 per cwt. above a year ago. In fact, hogs through the winter months have generally been selling at the second highest level in history.

All this took place at the exact time

when much talk was heard about unemployment and that people were out of money. Of course acute shortages of any product can force prices sharply upward, but it can hardly be argued that the slaughter of nearly a million hogs per week is anywhere near a shortage. If cattle numbers on feed this year are less, as reported, then current marketings have been at too rapid a pace and somewhere along the line consumer demand will catch up with available supplies. It may be recalled that last July this situation slipped up behind us with practically no one aware of it.

The annual inventory of livestock on farms released Feb. 12 reported another record high, reaching 94,600,000 head. This represents an increase of 13 million above the 10-year average. Ironically enough, cattle values stood below the 10-year average, better than 2 million dollars under the 1953 value. When compared with 1952, the valuation was almost cut in half. Probably no other industry in the country could withstand a blow like that and survive.

While it is true that some 36 million cattle and calves were slaughtered in 1953, apparently too large a proportion was steers and too small a proportion was cows and heifers, since we finished the year 1953 with close to 2 million more cows than the year before. Unfortunately, nearly two-thirds of this number were beef cows. Consequently, it is not unlikely that we will see a rather excessive number of cows off range areas this coming fall and perhaps not too healthy a market. And, of course, the biggest share of these cows will add another calf to our cattle numbers.

Since 1948, we have failed to liquidate enough cows each year, but perhaps the year 1954 will be the turning point in the cattle production cycle. Already at many markets we find the percentage of cows in the run much larger than a year ago; in fact, just about double at some markets. Many of these, of course, sold to the country last fall to clean up rough feed and are now coming back for slaughter. Perhaps, in view of recent dry years and extensive expansion of cattle numbers, we have reached the point where efficiency in the cattle business is becoming of prime importance. Such operations as the close culling of cows, the improvement of breeding quality to make more efficient use of available feed, and the proper dehorning and docking of calves may pay off in the future.

A comparison of cattle prices with a year ago reveals that the rank and file of short-fed steers and heifers selling from \$19 to \$23 figured around \$1 to \$2 lower. However, the rather small supply of choice to prime long-fed steers show a sharp differential of \$3 to \$5 under a year ago. The only exception to this was that the extreme top at Chicago which hovered around \$31 was very little different from last year.

Cows and bulls actually were selling at a sharper decline, compared to a year ago, than fat cattle. Top cows in the vicinity of \$13 to \$14 were bringing up-

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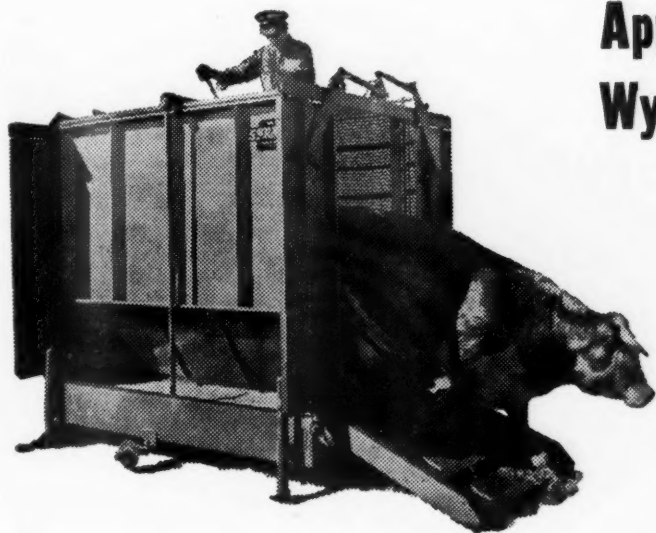
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March,

CONTROL SCABIES *by the*

SAFE SPRAY-DIP *method of application*

Approved by State Boards in Colorado,
Wyoming, Nebraska, Texas and Arizona



New bulletins explain one-application method permissible only with chute-type power sprayers.

Sarcoptic Scab mites—the toughest parasites there are to control—can be effectively eradicated by the Spray-Dip method of external parasite control. Tests conducted by the National Livestock Loss Prevention Board conclusively proved the Spray-Dip method *in one application*, using a cold solution of Benzene Hexachloride, completely cured sarcoptic scab on cattle.

In the control of *lice, ticks, flies and grubs*, as well as scab, it's complete saturation of every square inch of the animal that does the job. No other method is as economical as the Spray-Dip, which wets every animal from hoof to horns *completely*. The Spray-Dip saves run-off spray material, recovering it in the drain pan, and filtering it for re-use. No clogged nozzles, valves or pumps with the new patented Spray-Dip hydraulic filter system.

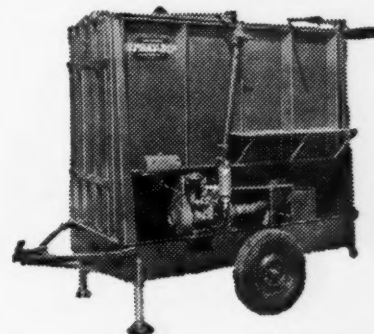
✓ **FASTER . . .** From 140 to 175 animals per hour can be drenched with grub, lice, tick, fly or scab control solutions. It's portable—can be towed from one ranch or corral to another behind an automobile, tractor or truck, and requires only a few minutes' time to reset at the chute for the next spraying job.

✓ **MORE THOROUGH . . .** Not one square inch of the animal's body escapes the 27 powerful sprays that force 150 gallons of solution per minute against the grain of the hair. Complete coverage is automatic. The human element is eliminated. Gives a machine-perfect job every time.

✓ **ECONOMICAL . . .** Run-off spray solution, wasted by other spray methods, is reused in the Spray-Dip . . . but only after a complete cleaning by the exclusive hydraulic, revolving filter system.

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✓ **PROVED . . . ACCEPTED . . .** Hundreds of the largest and most successful registered and commercial herds throughout the world are kept free of parasites by the Spray-Dip.



For Full Details on Spray-Dip Call or Write

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Denver, Colo.

March, 1954

13

ward to \$17 and better a year ago, while thin cows at \$9 currently were bringing around \$13 to \$14 last year. Stock cattle at mid-February were selling relatively close to a year ago, yearling steers at \$20 to \$23, heifers \$16 to \$19, and steer calves \$20 to \$24.50. Numerous loads of partly fattened steers were taken by

feeder buyers, outbidding packers, selling around \$20 to \$22.50, some to \$23 and better at Kansas City.

Range feed conditions continued fair to good in the northern plain states, while California received abundant rainfall in February after lacking moisture earlier. The southwestern areas of Kan-

sas, Oklahoma, Texas, Colorado and New Mexico were in poor condition with recent high winds and blowing dust doing considerable damage both to dry range and wheat. Several areas in the Corn Belt continued to lack moisture, although scattered precipitation came at mid-February.—C.W.

THE WORLD'S GREATEST BEEF exporting nation, Argentina, supports 45 million head of cattle on the rich grasslands of the famed pampas. During an extended South American trip, I toured a half-dozen top estancias within a 300-mile radius of Buenos Aires to get a closer look at how our neighbors produce their famous beef. The **AMERICAN CATTLE PRODUCER** has asked me to outline some of my impressions of the tour.

The 45 million head include both dairy and beef cattle. Shorthorns are the overwhelming favorite among the beef breeds. Aberdeen-Angus, with 8 million head, lead Herefords in popularity by about a million. Brahman are winning a place in the warmer regions of the north.

Disease is the major problem for Argentine beef producers. The agriculture ministry has taken a firm hand in recent years, bringing tuberculosis, Bang's and *carbunclo* under control. But it will be many years before foot-and-mouth disease can be checked. Meanwhile, Argentine cattle are inoculated against foot-and-mouth three times a year.

Estancias whose herds are disease-free boast of the fact. One of these was Senor Francis Muniz, general manager of Estancia Saucemelu, a 50,000-acre spread which supports thousands of purebred and commercial Herefords and a herd of registered Holsteins as well. The Saucemelu breeding stock includes Hereford bulls imported from the United States and Britain.

The fertile, flat pampas support a luxurious growth of grass despite the light rainfall. Pastures are carefully rotated and I saw no evidence of overgrazing on my tour. Argentine commercial cattle are almost entirely grass-fed.

Cattle Raising In Argentina

By WILLIAM C. MUELLER

On the estancias I visited, only enough grain and hay was grown to finish sale and show cattle. The lack of rain is compensated for by a water table close to the surface, and windmill derricks are a familiar sight on the plain.

Argentine range fences must be seen to be believed—miles and miles of fencing without a sagging post or a broken strand of wire; the gates are either locked or latched stoutly. In the corral areas, the purebreds are strictly segregated from other animals and the commercial stock by 6- and 7-strand fences.

A remarkable feature of Argentine estancias is the diversification. One of the outstanding Hereford breeding and commercial ranching families of the mid-pampas has 2,000 horses besides its 17,000 cattle and, in addition, regularly takes purple ribbons at the annual Palermo Agricultural Exposition at Buenos Aires (Argentina's equivalent of the Chicago International) for grand championship swine, sheep and goats. This is the 55,000-acre Estancia Tandileofu owned by Martin Pereyra Yroala & Sons.

And on other big ranches it is common—as at Saucemelu—to find both polled and horned registered or commercial Herefords grazing on opposite sides of the fence, while in a pasture not far away is a herd of dairy cattle which supplies milk for the ranch's commercial cheese factory.

The Argentine cattle industry defers to none in its application of modern,

progressive breeding and production techniques. An example is the experimentation in air-freighting semen from the United States for artificial insemination being carried on by Senor Raul Firpo on the Hijos de Jose Firpo Aberdeen-Angus estancia. Argentine breeders go into both American and British top sales and bring back new blood for their herds. (Senor Firpo, incidentally, is a world authority on Angus. He served as a judge at the National Aberdeen-Angus show at Columbus, Ohio, in September.)

Argentine cattlemen follow American and British breed and industry journals closely for clues to improving their own production. At present, they seem to be turning toward the more conservative British school in breeding, but they are keeping close tabs on the American scene as well.

A good insight into the influence of British practice may be seen at an Argentine cattle auction. I attended a Tandileofu sale which demonstrated a marked contrast between American and Anglo-Argentine ways of doing things. As we drove up to the sales yard, the first thing which came into view was a group of gauchos roasting half carcasses of beef, pork and lamb and Argentine sausages for the pre-sale luncheon.

An inspection of the sale cattle revealed a deemphasis on grooming. The Argentine buyer prides himself on being able to judge an animal on its merits and would be affronted by efforts to doll it up for his benefit.

At noon the 300-odd buyers and their wives (and I) were served a bountiful banquet of the choice parts of the meat which had been roasting. The luncheon was held in a new dining room built near the sales ring. The less-fancy cuts



Gauchos and cattle make a colorful combination on the Argentine plains.

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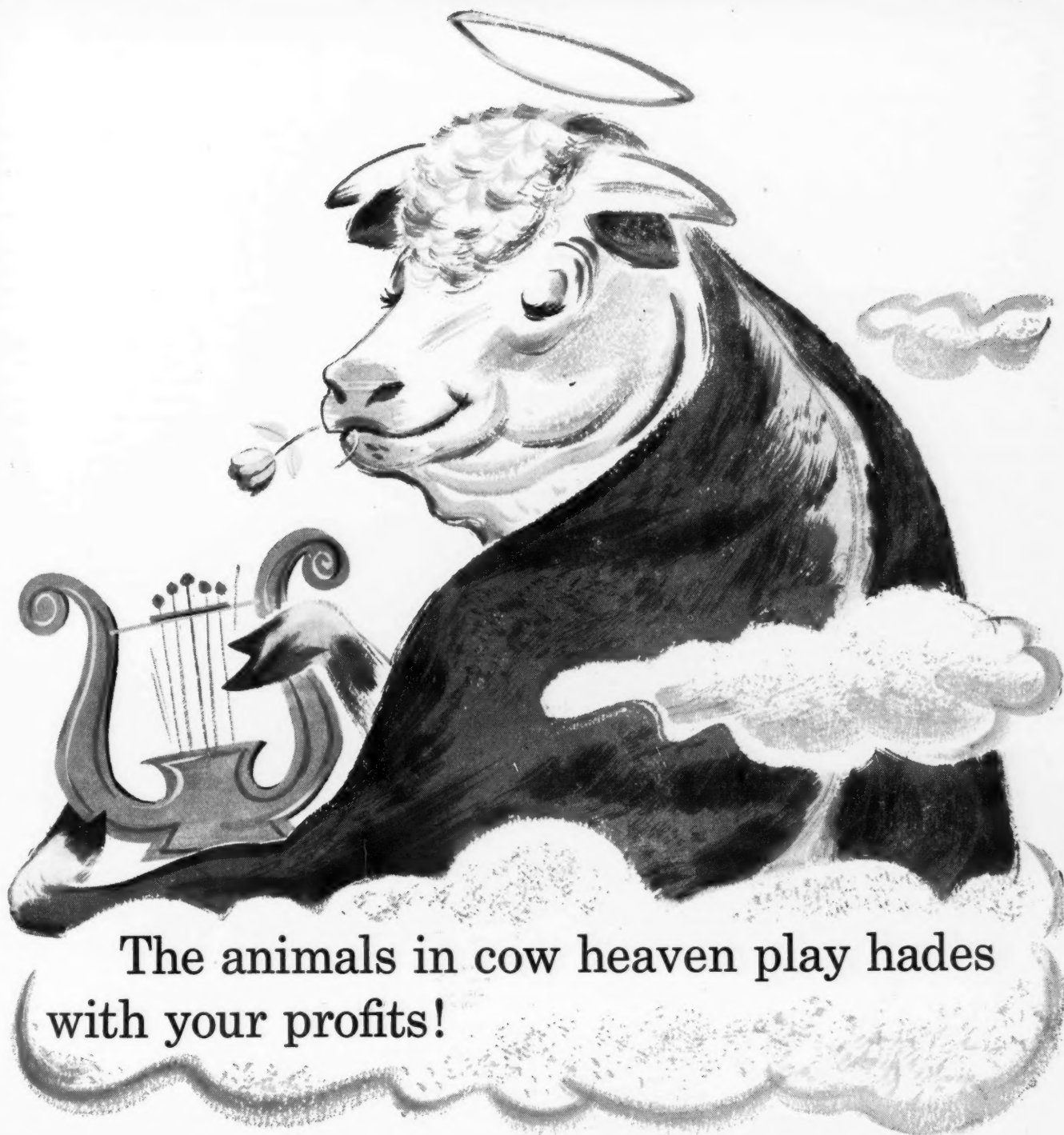
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PRODUCER



The animals in cow heaven play hades with your profits!

We don't mean the animals that end up in heaven by way of the stockyards. We're talking about the ones who got there "direct." They were protected against blackleg. What got them to cow heaven was malignant edema, a disease with virtually identical symptoms, but caused by a different organism.

You can easily protect against *both* of these "near twin" killers with just one 5 cc. dose of Blacklegol® "S". Your animals get long term immunity against both

blackleg and malignant edema at little more cost than blackleg vaccine alone.

And Blacklegol "S" is Alhydrox®-fortified. Alhydrox, a Cutter exclusive, retains the vaccine in the animal's tissues longer, releasing it slowly to build peak immunities that hold even in the face of epidemic outbreaks.

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of meat were eaten by the gauchos and sales yard hands. (The Argentine ranch hands get plenty of meat with every meal, averaging 2½ pounds of beef a day.)

Shortly after lunch the auction got under way at the sales ring, which was surrounded on three sides by covered bleachers.

The auctioneer got the sale started quietly. He worked without floor men, confining his words pretty much to identifying the animal or pen and recording the bids. (The buyers make up their minds before lunch on how high they will go in the bidding and there is no effort to cajole them into going higher.) The proceedings went so swiftly and quietly (according to my experience at American sales) that it took some time before I knew when a sale had been completed. The sales included both grade bulls and registered.

Association Notes

It was the case of the wrong Jones in last month's PRODUCER picture on Page 12. The gentleman wrongly identified as D. P. Jones of Idaho is actually Ralph Jones of Midland, S. D., president of the South Dakota Stock Growers Association. Mr. Jones was pictured second from the left in the center frame

of shots made at the state presidents' convention breakfast in Colorado Springs.

State-of-Washington meetings in recent weeks included: The Walla Walla County Cattlemen who met at Lowden and elected Larry Frazier of Walla Walla to the presidency, succeeding Al Fredrickson; Martin Dorsey, vice-president; Howard Burgess, secretary-treasurer. . . . Columbia County Livestock members met at Dayton, electing John Harting president, Dayle Rainwater vice-president, Leo Schafer treasurer, Bob Williams secretary. . . . Adams County Cattlemen, meeting at Ritzville, elected John Schlomer, Bengie, president; Clyde Telecky, Ritzville, vice-president; Don Heinmann, Ritzville, treasurer. . . . Lincoln County Cattlemen have named W. J. McKay president, Clifford Oligher of Rocklyn vice-president, Wesley Bly of Harrington treasurer and Ross Trout, county agent, secretary. . . . Asotin County Cattlemen at Asotin elected Steve Black president, Jack Tippet vice-president, Gale Weatherly treasurer, Cecil Bond secretary.

Shortly after the first of the year, a group of Montana stockmen met at Augusta and organized the Northern Lewis and Clark County Livestock Protective Association. Elected to the presidency was W. L. Barrett; Arthur C.

Nett was named vice-president, and Charles L. Gelsinger, secretary-treasurer. The group plans to hire a man to serve as livestock inspector and detective, to be commissioned by the state livestock commission.

Prairie County stockmen in Montana recently organized a Protective Association in a meeting at Terry; purpose is a campaign against cattle theft, and officers chosen were Frank Barnum, president, and Sig Undem, secretary. A \$1,000 reward will be offered for information leading to arrest and conviction of thieves operating against association members.

Members of the Washington County Cattlemen's Association in Kansas met some weeks ago at Washington for a discussion of general livestock problems. The group also elected new officers: Lawrence Graham, Washington, president; Roy Eversole, Mahaska, vice-president; J. L. Henderson, Washington, secretary-treasurer. About 250 persons attended.

FLORIDA local meetings include the following: Martin County Cattlemen held a meeting recently in which they elected Herschel Bolling president; Bob Harris, vice-president, and Levy Johnson secretary-treasurer. . . . The Hardee County association at its annual meeting elected Bruce Campbell president; Jack Cliett, vice-president; J. F. Barco, secretary, and M. J. Langford, treasurer. . . . At the Levy County meeting, J. W. Turner of Chiefland was elected president; G. C. Perdue, Jr., secretary-treasurer.

Close to half of the 6,500 members of the New Mexico Cattle Growers Association are expected to attend the 40th annual convention, Mar. 28-30, in Albuquerque. Jay Taylor of Amarillo, Tex., president of the American National Cattlemen, leads an impressive speakers' program. Another prominent feature will be an educational panel on "Better Beef Production" which will be moderated by Vice-President George F. Ellis of Bell Ranch.

Gilpin-Jefferson Live Stock Association members meeting in Golden, Colo., elected Tom Pearce, president; Kenneth Green, secretary, and Wayne Baughman, secretary, all of Golden. President Leavitt Booth of Colorado Cattlemen's Association and Dave Appleton, PRODUCER editor, were speakers.

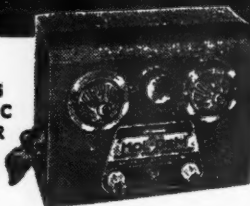
The Bent-Prowers Cattle and Horse Association, the oldest cattlemen's organization in Colorado, met at Lamar last month and its members discussed means of combatting the serious dust-storm condition of the area. A committee was named to study what immediate control measures can be taken against the blowing, which if it continues unabated, holds a strong threat for stockmen. The 100 or so persons present at the meeting selected a grand-nephew of the group's first president as its 1954 leader; he is Marshall Dean

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RANCH

of Las Animas, whose great uncle, Stephen P. Jones, was president in 1870. Other new officers are: John Smartt, McClave, first vice-president; Phil Gilbert, Lamar, second vice-president. Arthur S. Dean, Las Animas, was re-elected treasurer; C. A. Wood of Eads, assistant treasurer, and Mrs. Melva H. Busbey, Las Animas, secretary. Rad Hall of Denver, assistant secretary of the American National Cattlemen's Association, addressed the meeting, urging that all independent livestock producers affiliate with associations.

J. K. "Pat" Ford has returned as secretary of the Washington Cattlemen's Association and also managed the organization's bull sale at Ellensburg, Feb. 23.

FARM, RANCH CONGRESS SET

The second annual National Farm and Ranch Congress, which last year attracted 3,000 persons, will take place Apr. 7 at Denver, in the Union Stockyards Stadium. Harold A. Stassen, director of the Foreign Operations Administration, will speak at an evening banquet in the Shirley-Savoy Hotel. Participating in a panel discussion of farm policy as it affects western agriculture will be Jay Taylor of Amarillo, Tex., president of the American National, and Ray W. Willoughby of San Angelo, Tex., head of the National Wool Growers.

A State Beef Promotion Program That Got Results

CALIFORNIA PROVIDES A GOOD example of what can be accomplished when industry groups organize to "sell" their product. Stated purpose of the program in that state was "to create, through the cooperative effort of all segments of the industry, a greater consumer interest in beef, particularly the economy cuts, in order to stabilize the beef cattle industry."

Sponsoring the program were the California Cattlemen's Association, California Farm Bureau Federation and the California Cattle Feeders Association. Also cooperating were meat packer, chain and independent stores, the National Live Stock and Meat Board, the state agricultural extension service and the USDA.

An early meeting set up the California Beef Industry Committee to develop the general policy of the plan; membership consisted of one representative from each of the producing, processing and distributive segments in each of 13 districts. An executive committee of 15 was established.

Each of the 13 beef promotion districts comprised a certain number of counties so that administrative responsibility would be decentralized. Geography,

population and flow of trade determined selection of the counties for each district. Function of these committees was to assist the county committees to launch their programs, to explain the general policies and objectives. Each county group could decide the type of campaign it would use.

Key committees included publicity, research, service, finance and special features. Formation of similar committees in the counties was left up to the counties, but it was stressed that they should delegate a member to work with press and radio.

Test Program Points Way To Effective Campaign

An experimental program launched last April in the San Francisco bay area played a leading role in the success of the state program which started in September. In a meeting of interested representatives, food editors told the co-operating groups that the producer had two important jobs to do: Educating the consumer to select and prepare economy cuts, and getting retailers to advertise such cuts.

Retailers started advertising economy cuts, and food editors began to feature economy cuts in their newspapers. Retail meat prices began to drop and the packers sold more forequarters and lower grades of beef than at any time of record.

Several important lessons were learned from the experimental program in the

tests show how to

RUN FEWER COWS

...yet market as much beef as usual
by CREEP FEEDING PURINA

It costs at least \$64 to keep a brood cow. Because of this cost, market and drouth, many ranchers have cut their cow herds.

Many ranchers find they can keep fewer cows, yet market as much beef by creep feeding Purina.

Purina Research tests on 3,000 cattle show the equivalent of one extra calf out of every 10 by creep feeding Purina. And this "extra calf" is like a gift... there's no cow to breed, feed and care for.

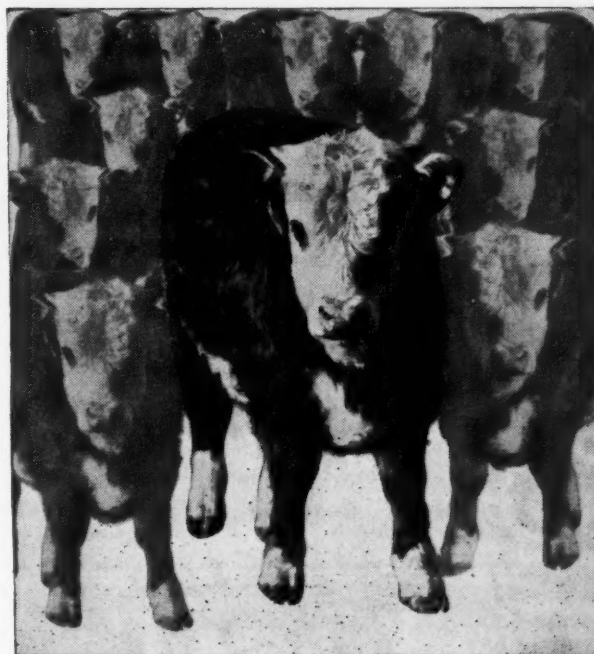
This means many ranchers who ran 40 cows could market the same amount of beef from only 36 cows. And they'll save about \$256... cost of carrying 4 cows.

In 2-year tests, added condition put on by cows suckling creep-fed calves caused cows to come in heat earlier, conceive more regularly—resulted in 16% more calves the following season.

Extra cow condition in our tests

meant 44½ lbs. more beef that could have been marketed.

Ask your Purina Dealer...at the Store with the Checkerboard Sign...to tell you more about Purina's Creep Feeding Program. Visit him soon!



Research tests on over 3,000 cattle showed weight gains equal to 1 extra calf out of every 10 by creep feeding Purina. And there's no cow to breed, feed and care for.

Our 60th Anniversary Year

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Bay area: (1) the importance of a good public relations program; (2) need for educating the retailer; (3) educating the consumer about buying and preparing economy cuts; (4) that the producer should lead in beef promotion; (5) that a program must be more than local; (6) producer must sell consumer economic facts about the industry; (7) the need of cooperation of all cattle and feeder organizations; (8) an experimental program is helpful in uniting industry; (9) bold action is needed; (10) good organization, leadership and understanding of the problems of every segment of the industry will make the program succeed.

In the California plan, no reference was made to the different grades of beef—only the economy cuts received specific attention. Also, it was recognized that county committees should select programs suitable to their communities and facilities. However, basic suggestions were made to the counties.

The research and service committee was given the task of developing a beef promotion kit for the county committees: such material as suggested news releases, editorial comment, radio interview script,

radio spot announcements, brief speeches suitable for club groups.

The state program was kicked off without waiting for complete activation of the county groups—to add impetus to the county work. Winning support of the press and radio was a victory chalked up at a Los Angeles meeting, which served as the springboard for similar ones in the other districts. The state committee took part in these as advisor. It is interesting to note that at the meetings, which were luncheon or dinner gatherings, economy beef was served to good effect in every case. An outstanding packer and retailer were selected before each meeting to help the producer and feeder answer questions from the floor. These district meetings furnished the blueprint for the county programs.

The county committees had little trouble in getting their programs going. Decentralization probably was the key to the remarkable cooperation. Practically all the county groups employed a recipe program of economy cuts for distribution to retailers. The army of people at work on the recipe program was able to contact many markets direct; in some

counties every market was visited by a member of the committee.

Tie-ins included the sponsorship of cooking schools and meat demonstrations, and in many cases such projects were on television. In many counties a "beef week" was declared, with news stories on press and radio. There were paid spot announcements on the radio and television show time. There were county fair exhibits, and in at least one case prizes were given to persons who guessed the weight of a live steer marked to show the wholesale cuts. One promotion group had the students of a high school sell beef sandwiches at football games instead of frankfurters.

There were scores of special projects which were put on by the processors and distributors. There were special articles, posters on meat trucks, state-wide radio programs, special menus, and the CCA distributed 25,000 windshield stickers carrying an "Eat Beef for Health" slogan. "Wine Week" featured beef in its publicity of wine in recipes.

A "Beef Promotion Progress Bulletin" kept county groups informed on status of the program.

CowBelles Take Lead

A leading role was played by the California CowBelles and the home department of California Farm Bureau, who furnished the enthusiasm to carry out program objectives; several county CB groups received national recognition for their work. The extension service played a role parallel to that of the CowBelles. Food marketing specialists of the USDA did an outstanding job in interesting retailers in economy cuts and advising consumers on supply and price.

Each county committee financed its own projects. In several cases the CCA furnished the Meat Board's "Beef in the Menu" gratis. The state cattlemen have already contracted for 6 million recipes for 1954 at a cost of \$8,000. It is strongly suggested that any national beef promotion program must have ample finances to support it if it is to succeed.

An outstanding achievement of the California committees was the setting up of a speakers' bureau. The program was presented on the basis that the industry wished to put its own house in order without burdening the taxpayer with a support program. The importance of the industry to the community and the prosperity of the nation was explained.

Publicity and editorials given to this program were greater than to any other basic industry in 1953, and the California Beef Industry Committee believes the public relations program in 1954 was the best in the history of the industry.

The report of the California Cattlemen's Association points out that to measure the additional consumption of beef resulting from the program is rather difficult. Releases of the USDA, however, show that forequarters have been in the best demand since the program began last April. Leaders in the industry believe the per capita consumption of beef in California in 1953 was above the national record of 75 pounds.

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Sounds like something free, doesn't it?
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FORMER ARIZONA PRESIDENTS ATTEND STATE MEETING



Eleven of 13 living ex-presidents of the Arizona Cattle Growers Association lined up for the cameraman at the organization's recent convention. L. to r. are: Norman Fain, Dewey; Carlos Ronstadt, Tucson; A. C. Webb, Globe; Louie

Horrell, Globe; Fred Fritz, Clifton; Warren Peterson, Phoenix; Frank Boice, Sonoita; John Babbitt, Flagstaff; Harry Saxon, Willcox; Henry Boice, Tucson; J. M. Cartwright, Phoenix.

Photo by Richard Schaus.

Arizona Assn. Marks 'Golden Year'

Tucson played host to the 50th anniversary convention of Arizona Cattle Growers Association last month, and those who attended came away with enthusiastic comments about the fine quality of the meeting.

Elected to office were Stephen L. Bixby of Globe, president; Ross Perner, Seligman, first vice-president; Mrs. J. M. Keith, Phoenix, secretary (re-election); R. E. Perkins, Prescott, treasurer.

The Arizona cattlemen chose Yuma for the site of their convention next year.

In other actions they: reiterated opposition to price supports; endorsed work of the American National Cattlemen's Association; called for a change in the Constitution, whereby a limit could be placed on percentage of income and inheritance taxes.

They further asked the government to protect ranchers in connection with mining claims; commended the government beef buying program of the past season and called for similar action in future during heavy runs. Continued work in keeping foot-and-mouth disease out of the country was strongly urged, and the stockmen asked that Congress appropriate more of the Forest Service fees for range improvement activities.

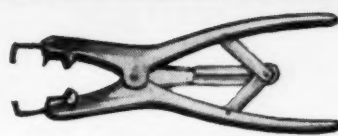
Speakers included American National President Jay Taylor of Amarillo, Tex.; Jake L. Schneider of Sloughouse, Calif., president of his state's cattlemen's association; Lewis W. Douglas, Arizona rancher who formerly served as U. S. ambassador to Great Britain. Also heard were Rilea W. Doe, vice-president of Safeway Stores, Oakland, Calif., and Lloyd Taggart of Cody, Wyo., and Ed Heringa of Clayton, N. M., who joined Mr. Schneider in a discussion of the problems of their respective states. Mr. Taggart formerly headed the Wyoming Stock Growers; Mr. Heringa is president of the New Mexico Cattle Growers.

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- BS-212—60" size... \$1.50
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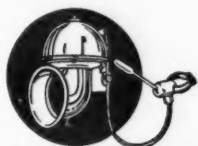
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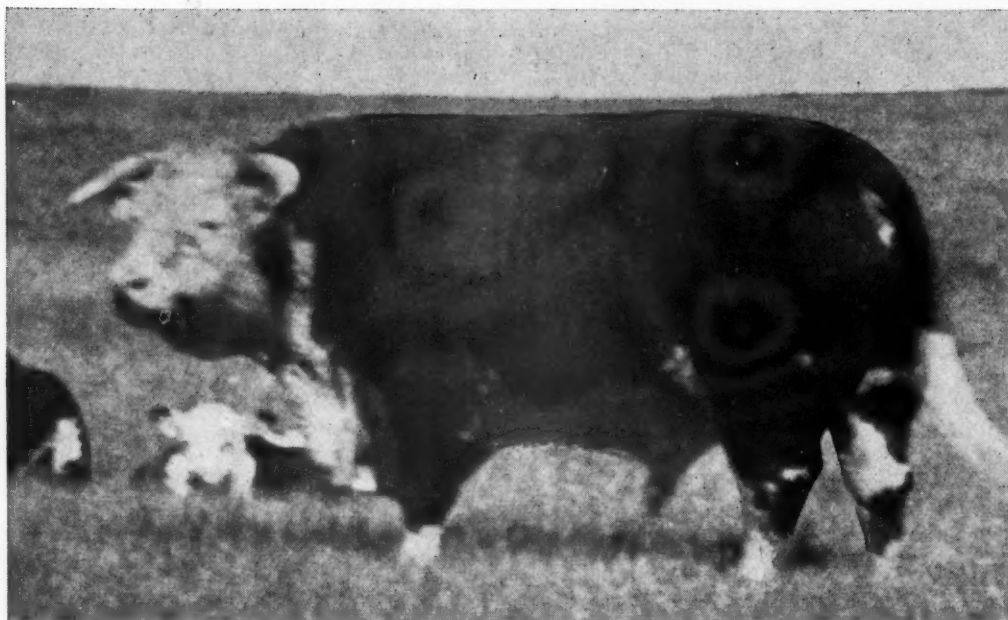
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100 BULLS

This is an excellent group of bulls. They are of good quality . . . the kind that will go out and do good in any herd. You will find many you like in this offering of 100 outstanding individuals.

75 FEMALES

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These Great Sires Are Represented in This Offering:

UUU Transformer 202d
UUU Transformer 170th
UUU Technician 29th
UUU Technician 28th
UUU Promoter 164th

UUU Dakoming 13th
WHR Helmsman 14th
UUU Revelation 3d
UUU Orbit 27th
WHR Helmsman 18th

WHR Elite Triumph 1st

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Just 5 Miles East, 1 Mile South of Gettysburg, S. D.

Plan ahead — plan now to attend our great annual sale at Triple U . . . and select from our offering of herd-bull prospects, choice range bulls and foundation females!

We honestly believe this is our greatest offering of uniform, useful, and unfailing Herefords of time-tested Triple U bloodlines.

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Mr. Manning Vick, stockman, of Graham, Texas, writes us:

"First, I want you to know that I have enjoyed every letter that I have received since I subscribed to the Digest in January. In fact, the Digest has made me several thousand dollars this year by using your advice when you said to sell cows in May. I'd have gotten \$10,000 to \$20,000 less for my cows if I had waited. I saved at least \$10,000 by spending \$20.00 for the Digest. I would not care to be without it in these tricky times."

—Manning Vick.

Many similar letters are in our files from subscribers, telling how they had saved or made money by following the practical advice of the

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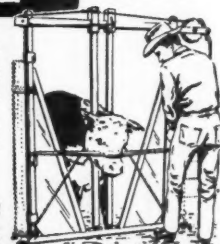
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Alabama Reports Successful 1953

In its 11th annual meeting at Montgomery Feb. 12-13, the Alabama Cattle-men's Association elected M. C. Stallworth, Jr., of Vinegar Bend to the presidency. Executive secretary of the group is E. H. (Ham) Wilson, who reported that more than 1,000 cattlemen were present for the sessions and heard a feature address by Jay Taylor of Amarillo, Tex., head of the American National Cattlemen.

Also elected were T. W. Athey, Jr., first vice-president; Carl B. Thomas, second vice-president; Mortimer Jordan, treasurer.

Included in their resolutions, the Alabama cattlemen opposed "government regulations that hinder the production of cattle," and price supports for beef cattle. They asked more funds for research, called for repeal of ad valorem taxes on personalty and demanded equality with other territories on railroad freight rates.

Work of the National Live Stock and Meat Board was endorsed and continuation of the state "Eat More Beef" program favored. They recommended action on brand laws, calfhood vaccination programs, foot-and-mouth disease vigilance, and urged amendment of the Internal Revenue Code to place stockmen "on equality with other lines of endeavor."

In inviting the members to the convention, the outgoing president, Preston Clayton, called attention to the growing membership of the state association, completing its most successful year with more than 4,200 members and 60 county association affiliates.

Speakers at the meeting, in addition to American National President Jay Taylor, were Wm. E. Drenner, of the First National Bank's livestock department in Memphis, Tenn.; Dr. Glenn W. Burton with the USDA, Tifton, Ga.; W. H. Gregory, extension livestock specialist at Auburn. Others: Carl F. Neumann, assistant general manager of the

Alabama Cattle-men's Association officers for 1954. Seated, l. to r.—M. C. Stallworth, Jr., president; T. W. Athey, Jr., first vice - president. Standing — Carl B. Thomas, second vice-president; Mortimer Jordan, treasurer; E. H. (Ham) Wilson, executive secretary.



National Live Stock and Meat Board, Chicago; T. Whit Athey, Jr. and Dr. Marvey L. Baker, associate director of the agricultural experiment station at Lincoln, Nebr. Col. Jack Major of Paducah, Ky., spoke at the annual banquet held during the first evening of the convention.

Louisiana Group In 24th Meeting

Members of the Louisiana Cattlemen's Association, gathered at Alexandria for their 24th annual meeting, have re-elected N. H. Dekle of Brusly president and have named A. P. Parham secretary. (Mr. Parham is extension animal husbandman at Louisiana State University, Baton Rouge.) Noah Ward was given a fine ovation after his resignation from the post of secretary was accepted.

Don Collins of Kit Carson, Colo., first vice-president of the American National Cattlemen's Association, told the Louisiana stockmen that the nation's cowmen can face the future with confidence despite one of the most disastrous years in the industry's history. Said he: "We proved that we could work ourselves out of a real problem, and we proved that consumers would eat every pound of beef that we could raise." He added also that the cattlemen had "made a lot of friends" by holding firm against price supports on beef cattle and depending rather on a self-help program.

Other speakers at the meeting included Wm. E. Drenner of the First National Bank of Memphis, Tenn.; Joe D. Smith, president of the Alexandria Chamber of Commerce; Carl F. Neumann, Live Stock and Meat Board, Chicago; Joe G. Montague, attorney for the Texas and Southwestern Cattle Raisers Association, Fort Worth; Gen. Troy H. Middleton, president of Louisiana State University. Cullen Wright of Scotts Bluff, Nebr., was the banquet speaker.

AMERICAN CATTLE PRODUCER

A strong slate of resolutions adopted at the meeting opposed government controls and subsidies on cattle in any form; endorsed a rabid dog control act because of danger involving cattle as well as people; called for increased funds for further test work in connection with brucellosis. Full prosecution of cattle smugglers was urged, and the cattlemen commended the cooperative work of brand inspectors for successful prosecution of cattle thieves.

National Pres. Talks At Utah

Officers of the Utah Cattle and Horse Growers Association, re-elected at the 35th annual convention of the group in Salt Lake City last month, include: J. Wells Robins, Scipio, president; T. Ray Theurer, Providence, first vice-president; Joe Haslam, Jensen, second vice-president; Edward S. Crawford, Salt Lake City, secretary. Twenty-nine directors, one for each county in the state, were also named.

Featured speakers at the meeting were American National President Jay Taylor of Amarillo, Tex., and Marriner S. Eccles, former chairman of the Federal Reserve Board.

In resolutions, the Utah stockmen favored an additional mill levy on cattle in the state in order to finance adequately the brand laws; recommended that several million pounds of grass seed reportedly purchased through the CCC for price supports be made available to federal land agencies for reseeding the public ranges; urged continued efforts in the field of public relations; asked for removal of property tax as a source of state income. They further called for use of surplus corn and wheat owned by

the government to maintain breeding herds in drouth areas, and extension of drouth assistance; recommended maximum appropriation under Section 12 of the Granger-Thye Act for range improvements other than reseeding on national forest lands; urged the Echo Park Dam project be constructed without delay; favored passage of the Aiken Bill, S-2548; urged close cooperation between all segments of the agricultural industry.

In their meeting, the Utah CowBelles elected Mrs. Harve Williams of Provo president to succeed Mrs. J. Errol Hickman; Mrs. George Magnuson of Castle Dale, Mrs. J. W. Robins of Scipio and Mrs. J. Haslam of Jensen vice-presidents; Mrs. Elmer Swenson, Spanish Fork, secretary-treasurer.

Oklahomans Meet At Pawhuska

The annual convention of the Oklahoma Cattlemen's Association last month in Pawhuska saw the election of J. B. Smith of Pawhuska to the presidency, in which post he succeeds Wayne Rowe of Lawton who had served two terms and now becomes an executive committeeman. Other officers elected are: Leon Daube of Ardmore, first vice-president; Roy Craig, Harold Franks, J. K. Haley and Roy King, second vice-presidents.

Three directors each for the six districts of the organization were also elected. Six directors-at-large were to be chosen, as provided in amended by-laws adopted at the convention, in an executive committee meeting to be held later in the month.

Directors elected at the convention were:

District 1—Phil Ferguson, Tom Stout, F. E. Stanley. District 2—John Blanton, Kelley Hartley, Jim Todd. District 3—Grover McMakin, Claude Wallace, Joyce Coffey.

District 4—Harmon Ebey, Frank Fox, Rudolph Black. District 5—M. A. Jeffrey, E. O. Derrock, Neil Johnston. District 6—Ralph Barby, John Finney, C. F. Mock.

WESTERN PACKERS AID CAMPAIGN

Nine-state members of the Western States Meat Packers Association at their annual meeting in San Francisco last month voted to help promote consumption of the large supply of beef expected in 1954, by supporting promotional efforts of the National Live Stock and Meat Board with contributions; stepping up their own promotional efforts, and helping promote use of leather. A speaker at the meeting was Jay Taylor of Amarillo, Tex., president of the American National Cattlemen.

The cover picture this month is a copyrighted Charles Belden photograph taken in Wyoming.



Officers of the Utah Cattle and Horse Growers (L. to r.) front: Joe Haslam, second vice-president and J. Wells Robins, president. Back: Edward S. Crawford, secretary, and T. Ray Theurer, first vice-president.

March, 1954

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LADIES' CHOICE



Through a RANCH HOUSE WINDOW

By Dorothy McDonald

Neighbors are so nice: As it happens, though California is far up the list of states alphabetically, I had not planned to feature our own CowBelles in the Chimes for months and months to come—not, in fact, until I'd worked down through all the "C's" and "W's." But the best-laid schemes of mice and lady editors "gang aft a-gley" . . . there have been so many changes lately in the new and very active Louisiana group I'd intended to use this month that much of the material gathered a few weeks ago no longer applied.



Mrs. McDonald

And so, with only days to spare I dropped a frantic SOS to our state president. Back came a reassuring note, "We'll get it to you in time." Then this afternoon, two days before my deadline, a Special Delivery letter from Sloughhouse, Calif., brought me all the material I'll need to compile a California Edition of the Chimes this evening.

As I said before, aren't neighbors nice!

Though when I come to think about it, neighboring is not a matter of geography. In our cattle industry especially, we're all neighbors not because we live near each other in miles but because we're close together in our way of life. As Sue Field, president of the Colorado CowBelles, said in an address this past year, "The cattleman has to be a man of many facets, each cut and polished through the hard years to make the whole a shining example of American individuality at its best."

But there's a pattern to that individuality, as Mrs. Fields points out. By nature, every cattleman is an optimist—he has to be to get along with the elements and with the thousand-and-one man-made laws, regulations and situations that confront him every day. The very nature of cattle-breeding or creating something new and alive with each newborn calf makes him an idealist. And of course he must be a gambler—gambling on the weather, gambling on a young herd bull prospect, making guesses on what his government will do next or when it will change what it has already done.

To quote Sue Field again, the man who succeeds in any department of the cattle

business has to be a straight and clear thinker. The very qualities that make him a good cowman would very often bring him a far greater financial remuneration in the field of business.

But most of our men wouldn't change their way of life, with all its hard work and disappointments and risks for the safest and best-paid office job in the world. And most of us wouldn't change them, dirty jeans and corral-smelling jackets and all, for a bunch of fur-coated tycoons with diamonds clear to their knuckles.

Would we, Neighbors?

AT HOME ON RANGE

We haven't found room for recipes these past few months, and I am not sure we'll be able to fit them in this time. But if we do, I'd like to share with you a couple of the many wonderful beef recipes that have been coming in almost every mail nowadays. These two happen to be from the Tulare County (California) group. And there's a hint with the short ribs one that is well worth passing along to your economy-minded town friends—commercial grade beef will have less waste fat on the ribs and, cooked this way, will be tender and delicious.

NEW ENGLAND SHORT RIBS

By Katherine Evans
Tipton, Calif.

- 3 lbs. short ribs (may be commercial grade)
- 2 tbsp. prepared mustard
- 1 lb. dried navy beans
- 3 tbsp. chopped onion
- 1 No. 2½ can tomatoes or 1 qt. home canned
- 3 teaspoons salt
- ½ cup molasses
- ½ tsp. pepper

Soak beans if necessary. Add tomatoes and all seasonings, cover and cook slowly on top of range or in a 300-degree oven for 1½ hours. Brown ribs on all sides. Add to beans and cook slowly for 2 hours. 6 servings.

BEEF PATTIES WITH BUILT-IN SAUCE

By Mercedes Hinkel
Orosi, Calif.

- 1 lb. ground chuck
- 3 tbsp. catsup
- 1 tsp. Worcestershire sauce
- 1 tbsp. grated onion
- 1 tsp. prepared mustard
- 1 tsp. prepared horseradish
- ¼ cup dry bread crumbs
- 1 tsp. salt
- ½ tsp. pepper
- ¼ tsp. minced garlic (optional)

Mix all ingredients well and shape into patties. Broil, allowing 2 or 3 inches between surface of meat and heat. Broil on one side until brown. Turn and brown other side. 6 servings.

Let's get busy sharing those recipes, CowBelles. And in the meantime . . . good eating . . . and good evening . . . to you all. D.M.

Meet Your Neighbor

This month again we follow the pleasant custom of having our Neighbor's friend tell us about her. Eleanore Van Vleck's letter about California's CowBelle president, Mrs. Jake Schneider, is so nice an introduction to that charming lady that I shall just quote it without further comment—and I'm only sorry that because of limited space I had to cut out a few sentences.

Jean has been a cowgirl since she was big enough to ride a horse. She was reared on a cattle ranch in the Folsom, Sacramento County, area only a few miles from where she now lives. Her Dad says, "Jean was the best powder-puff cowboy I ever had." It was only natural that when she was through school and married Jake Schneider in 1940 Jean molded herself into a cow-



Jake and Jean Schneider of Sloughhouse, Calif. He is president of the California Cattlemen's Association; she heads the state's CowBelles.



The Jake Schneiders' youngsters, Jay Laurence and Leland.

AMERICAN CATTLE PRODUCER

man's wife very easily. Her understanding of cattle has been a great asset to Jake.

The Scheniders' two sons, Jay Laurence, 10, and Leland, 9, have been taught ranching since they were babies and are fine little cowboys. Last summer Jay went on his first cattle drive to the mountains with his grandparents, the George A. Wilsons. This year Jay entered 4-H and has bought two of his Dad's fine steer calves to raise as his project.

Jean is a wonderful mother, as is shown in the training of her children. In the past year she has found it necessary to be both mother and father much of the time, as Jake Schneider, president of the California Cattlemen, has been gone so much on tours and speaking engagements. Jean looks forward to the summer months when they can all be together; the whole family enjoys riding, swimming and hunting.

The Schneiders have one of the outstanding cattle ranches in the Sacramento Valley. It nestles among the little round hills that are typical of the east side of the Sacramento Valley, and on the north side their ranch borders the Cosumne river. During the past two years they put 200 acres of the old Cosumne river bottom land into permanent pasture, which allows them to keep many head here in the summer, as well as running their mountain range. Up until two years ago Jean and her family moved to the mountains each summer.

Jean and her husband are both third-generation cattle people. Jake's grandfather, Henry Schneider, acquired a large acreage and was among the first to introduce Herefords to this area. Leland, Jake's father, prided himself on improving the herd. He was considered one of the outstanding men of the community and now Jake and Jean are carrying out the tradition, improving their present holdings in order that they might run more cattle per acre.

Jean has always taken an active interest in the cattle association and when in 1950 the American National met in San Francisco and the National CowBelles were organized Jean immediately came home and helped to organize the Amador, El Dorado, Sacramento County CowBelle Association. She served as chairman of the county group and as a director or officer of the state group since it was formed. Now, as president of the California CowBelles she is automatically a member of the National board of directors.



The comfortable place called home by the Jake Schneiders of Sloughhouse.

March, 1954

American National CowBelle Chimes

CALIFORNIA EDITION

VOL. 2, NO. 3

MARCH, 1954

President—Mrs. John Guthrie, Porterville, Calif.
Secretary-Treasurer—Mrs. Clyde Carlisle, Porterville, Calif.

Vice Presidents—Mrs. Joe Watt, Moorcroft, Wyo.;
Mrs. M. E. Trego, Sutherland, Nebr.; Mrs. John Hanson, Bowman, N. D.

Editor—Mrs. Dorothy McDonald, 7905 Pala Street, San Diego 14, Calif.

A Message from The President of the National CowBelles

From the general trend of events at the convention at Colorado Springs, I feel that the CowBelles can have no better slogan than to assist our cattlemen in the promotion of beef. I feel sure that soon a national program will be adopted and our CowBelles as housewives are in an excellent position to assist in this from a homemaker's viewpoint. It takes a woman's salesmanship to sell a woman, and according to a recent survey conducted by the National Live Stock and Meat Board more than 85 per cent of beef purchased is by the housewife. CowBelles, it is a challenge for us to help our cattlemen and ourselves!

To be effective, we must have an organization; and thanks to the initiative of those capable officers who preceded me we have the groundwork for an outstanding group.

Our vice-presidents elected this year have all been assigned special jobs to do. Mrs. Joe Watt of Moorcroft, Wyo., will be responsible for our scrapbook and it is the duty of all state and county officers to see that publications on CowBelle events are mailed to her so that she can compile them into this historical book.

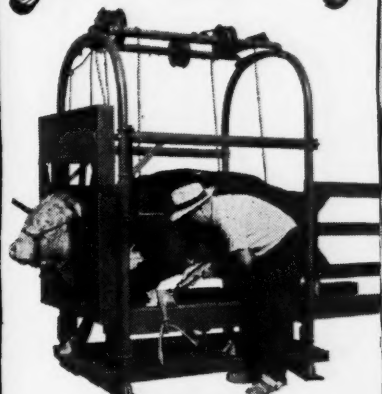
Mrs. M. E. Trego of Sutherland, Nebr., will assist with material for the Chimes. It isn't necessary for anyone to send material first to her as that would necessitate a delay in printing, but you CowBelles had better send in your news items or you'll be hearing from Thelma Trego.

And last but not least, Mrs. John Hanson from Bowman, N. D.—she has been appointed activities committee chairman so that the words "public relations" and "beef promotion" will not be overworked. Mrs. Hanson will do an extremely conscientious job; my plans are to have all CowBelle groups, partic-

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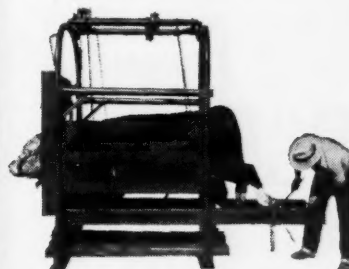


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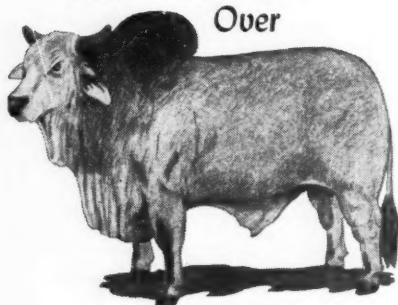
City.....State.....

ularly the county groups, send in an outline of the activities they have engaged in along the line of beef promotional work and Mrs. Hanson will correlate these so they will be on hand for any group desiring ideas or suggestions for any new program.

Not to be omitted is my very good friend Mrs. Clyde Carlisle, Box 1005, Porterville, Calif., secretary-treasurer of the National CowBelles in 1954. Here is a very big job and I am looking forward to her advice and counsel in the responsibilities connected with this office.

Our membership goal this year is "Every cattleman's wife a CowBelle." Our National membership committee will

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be the members of the general council, who are presidents of state organizations, and two delegates elected at large. They in turn may name committees in their respective states. That membership slogan may be changed to "Every CowBelle a National CowBelle." Dues to the National are \$1 per year and may be sent to Mrs. Clyde Carlisle as secretary-treasurer. — Marian Guthrie, President, American National CowBelles.

REPORT ON THE CALIFORNIA COWBELLES

By JEAN SCHNEIDER, President

The California CowBelles were officially organized and accepted as an auxiliary of the California Cattlemen's Association at Fresno in 1951. Mrs. Carl Carver of Delano, Kern County, was our first president. At present there are 14 locals, the four organized before 1951 having been instrumental in organizing a state group and in promoting ten additional local units.

Our local groups have been very active in the past, mostly in philanthropic work, but with the terrific change in the cattle industry have concentrated on an all-out program of helping the cattlemen with their beef promotion program during 1953 and 1954. We presented a recommendation to the cattlemen at the 1953 Santa Cruz convention in December, asking that they underwrite the cost of publication of our recipe program; it was getting so big that our local groups were having trouble financing it, and we also felt the cattlemen could make it state-wide, thereby reaching the metropolitan areas where there were no CowBelle groups. They accepted this recommendation and at the present time 6 million recipes are being printed. Part of these will still be distributed at the local level and the rest will be distributed by meat retailers and packers who are participating in the beef promotion program.

The Tulare CowBelles were the first with a recipe program. They held a very successful meat demonstration in Porterville, and as a follow-up Mrs. Free-lan Farnsworth suggested they print economy beef recipes on standard file-size cards. The idea was enlarged upon, and with plenty of "leg work" the recipe program got under way. It was most successful, and up to date they have printed and distributed about 200,000 cards. Other groups quickly took up the program and fitted it to their needs. In several counties the extension service has been largely responsible for printing and distributing recipes; some of the groups have been able to finance their own programs, and still others have had the help of their local cattlemen's group. Also, the meat packers and wholesalers have been most generous in their donations and in helping to distribute the recipes. Up to date more than 800,000 recipes have been printed and distributed in California, and many groups plan to keep on with their own program to sup-

CALL FOR RECIPES

Final plans are being made by the National CowBelles for publication and mass distribution of a beef recipe cookbook.

Mrs. John Guthrie, CowBelle president, announced that the book will feature recipes submitted by ranch women and will include cooking instructions for all cuts and grades.

The CowBelles' plan to underwrite publishing costs by charging a nominal fee for inclusion of brands which will add a distinctive decorative touch to the book.

Favorite recipes are being sought from all CowBelles and ranch wives in all sections of the country. They may be sent to Mrs. Guthrie at Porterville, Calif.

plement the recipes to be printed by the cattlemen's association.

The press, radio and television have been very good to us. Some of the groups have had a good deal of radio and television time and have been featured at least once a week in their local newspapers. The Tehama County CowBelles, for instance, have a "CowBelle Corner" in the local paper where each week there is a short story and a picture of one of their members, together with her favorite beef recipe. Still other groups, as, for instance, the San Diego CowBelles, have been able to work directly with their markets, which have featured CowBelle recipes in their Weekend Specials advertising. Many of the groups have had meat demonstrations with the cooperation of the local stores, utility companies, press, radio, etc. The most recent one I know about was held in Merced. Mrs. Arnett, the president of the Merced-Mariposa CowBelles, said of it:

"We had about 300 people and everyone seemed to enjoy it very much. We had many compliments for sponsoring such an interesting and informative program, and best of all I have been told that the markets report an increase in the sale of beef, particularly the economy cuts."

At the present time Mrs. Carl Carver is investigating the possibility of the state taking over the printing of the Kern County all-beef cookbook, "Chuck's On." They have already sold 5,000 copies and it has been suggested that it might be possible to make it a state project. Another project that is still in the planning stage is our CowBelle Doll.

Though we have kept in mind this past year that our purpose is to promote the welfare of the livestock industry, we have not failed to keep up our philanthropic projects. To mention but a few: Several locals have given scholarships, or sponsored 4-H calves, or financed chaperones for youngster's groups so they could attend state and county fairs, or given trophies for the 4-H and FFA boys. Some groups have given cash or a whole or half beef to various charitable homes and have contributed to philanthropic funds. Others are working weekly in the Red Cross.

AMERICAN CATTLE PRODUCER

HERE OTHER

The annual Hotel guests introduced rado's wife of Western mings of Missouri of Dunn Dakota Klamm, the Colo Mrs. R. Western Simms, of the Mash an nah Cre an orig Chorus vocal nu gram by impressi of Cotop final wi gan con Your Cu now see cattleme very fir tional c and Mr tension a beef started the coo Terry CowBe

The annual co and 26 Douglas about 3 15 year zona la sion th breakfa Student eon and the Sa Fain, CowBe Lane, c mittee, sprayed native anniver corsage halls. Fathau activiti charge outstar a most New Belles Stacy Clinton Knight Leonar Mrs. M

March,

HERE AND THERE WITH OTHER COWBELLES

The Colorado CowBelles held their annual breakfast at the Shirley-Savoy Hotel on Jan. 20 with 120 CowBelles and guests attending. Among the guests introduced were Mrs. Dan Thornton, Colorado's first lady; Mrs. John T. Caine III, wife of the manager of the National Western Stock Show; Mrs. Leon Cummings of Kansas City, president of the Missouri CowBelles; Mrs. Earl Morrell of Dunn Center, president of the North Dakota CowBelles; Miss Marguerite Klammer, assistant executive secretary of the Colorado Cattlemen's Association; Mrs. Ruth Widmer, home editor of Western Farm Life, and Mrs. Tee Simms, editor of the Ranch Home page of the Record Stockman. Mrs. L. D. Mash and Mrs. R. A. Knox of the Kannah Creek CowBelles entertained with an original skit, and the Gunnison Chorus presented some very beautiful vocal numbers. Sue Field closed the program by reciting from memory a very impressive poem. Mrs. Pauline Parsons of Cotopaxi, Colo., was presented as the final winner of the beef advertising slogan contest with her slogan "Watch Your Curves; Eat Beef." This slogan is now seen on the cars of most Colorado cattlemen. Mrs. Bob Burghart gave a very fine report on the American National convention. Mrs. Clara Anderson and Mrs. May Stanek of the state extension service informed the group that a beef promotion program was being started from their department and asked the cooperation of the CowBelles.—Mrs. Terry Robinson, Secretary, Colorado CowBelles.

The Arizona CowBelles held their annual convention in Tucson on Jan. 25 and 26. From a group of 16 Bisbee-Douglas ladies to a state organization of about 300 active members in a period of 15 years—that's the record of the Arizona ladies. During their two-day session the CowBelles got together for a breakfast at the University of Arizona Student Union building and for a luncheon and a Cele Peterson style show at the Santa Rita Hotel. Mrs. Johnnie Fain, retiring president, reported on CowBelle activities in 1953. Mrs. Betty Lane, chairman of the decoration committee, had made clever use of gold-sprayed cactus, greasewood and other native plants to carry out the "golden anniversary" theme in table decorations, corsages, and throughout the convention halls. Mrs. Vergil Mercer and Mrs. Fathauer, co-chairmen of the women's activities, and Mrs. Charles Pickrell, in charge of the entertainment, also did an outstanding job of making the meeting a most enjoyable one.

New officers of the Arizona CowBelles for 1954 are Mrs. Jesse (Dorothy) Stacy of Clifton, president; Mrs. Joe Clinton, first vice-president; Mrs. Harry Knight, second vice-president; Mrs. Leonard Neal, third vice-president, and Mrs. Mosley Wilkerson, secretary.

Mrs. Tom McElroy, vice-president of the Oregon CowBelles, reports that this new organization was well represented at the National convention in Colorado Springs, 15 Oregon ladies being present. She hopes for an even better attendance in Reno in 1955.

Mrs. Thelma Trego, Mrs. Ada McGinley and Mrs. Fay Metzger represented Nebraska at the officers' breakfast in the Panda Room of the Hotel Antlers, Colorado Springs, on Jan. 14. Mrs. Trego reports that at the same time the group decided to ask each state president to submit a slogan in behalf of beef production to be printed in future issues of the Chimes. (Come on, send them in! ED.)

Entry blanks are being distributed for the "EAT BEEF" poster contest now being sponsored by the Nebraska CowBelles and open to all members and to the membership of the Junior stock growers. Media for production of the art-work may be oils, temperas, watercolors, prints or drawings; each person may enter only one original poster and the closing date is June 9.

Wyoming CowBelles have taken an active part in most parades in their state in 1953. In addition to others already reported upon, they had very attractive floats in the Moorcroft Stampede, the Washakie County Sugar Beet Festival, the Upton Rodeo, and the annual Jubilee in Laramie. A group of mounted CowBelles and pony-riding small-fry "future Cowboys and CowBelles" attracted favorable interest at the Niobrara County Fair in Lusk.

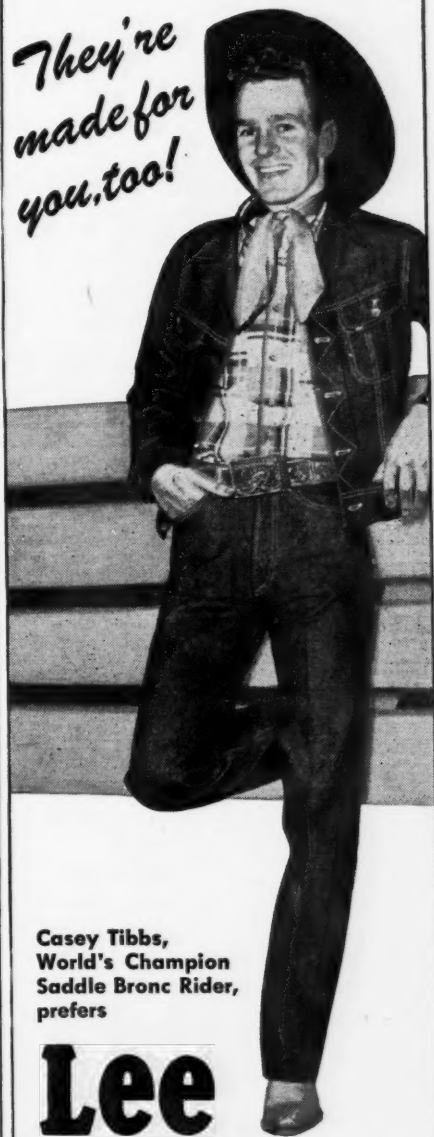
The Western Colorado CowBelle Council met at Eckert on Feb. 3. Council President Mrs. J. T. Wadlow of White-water announced the appointment of Mrs. Kenneth Matchett and Mrs. Lov Young to the executive committee and of Mrs. Ed Lamm as chairman of the council radio committee. Mrs. Lawrence Mash, chairman of the essay contest committee, reported that Mrs. T. W. Allen, Earl Bryant and Lyle Mariner will serve as judges in the council (Slope-wide) division of the contest. The council voted to support the Hope-Aiken Bill, soon to be presented to Congress, and to notify their congressional delegation of such support. At a panel discussion of the bill by Mrs. Kelso Musser, Mrs. Art Starr and Mrs. Arthur Lewis, it was pointed out that while this bill does not contain all the clauses of former "stockmen's bills," it will if enacted do much to relieve existing situations that stockmen feel are in need of correction.

The Arizona CowBelles are sponsoring a 12-week promotional project in many of the state's grocery stores, issuing recipe cards to make beef surpluses attractive to the consumer. Mrs. Jesse Stacy of Clifton, the president, says the recipes are designed to acquaint housewives with the varied uses of economy beef cuts. The plan was

instigated by Mrs. Norman Fain of Dewey, past president of the CowBelles and furthered by Mrs. Ernest Browning of Willcox, director of public relations for the group.

COWBELLES, DON'T FORGET YOUR DUES FOR 1954 . . . AND REMEMBER TO SEND INFORMATION ON YOUR LOCAL GROUPS TO MRS. JOE WATT, MOORCROFT, WYO., SO THAT YOU, TOO, WILL BE REPRESENTED IN OUR NATIONAL COWBELLES' SCRAPBOOK.

They're made for you, too!



Casey Tibbs,
World's Champion
Saddle Bronc Rider,
prefers

Lee Riders

(Genuine Western Cowboy Pants)
Sanforized—They stay your size!

Lee

None genuine without this
hot-iron branded leather label

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General Offices, Kansas City, Mo.
Ten factories coast to coast

SALES

Mar. 26—Annual Western Bull Sale, Ft. Pierre, S. D.
May 1—BHR Annual Sale, Parker, S. D.

BONES HEREFORD RANCH

PARKER, S. D.

WRITE FOR FREE CATALOG

COLO.
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29

75 SERVICEABLE AGE BULLS

SELL MONDAY, MAR. 29, 12:30 P.M.

AT LAMONT SALE PAVILION, DENVER

For catalog write

COLORADO HEREFORD ASSN.

RT. 1, BOX 140, LITTLETON, COLO.

BREEDERS: USE THIS SPACE

To give essential facts about your next sale. It will bring you the buyers. The cost is small.

SOUTHWESTERN INTO HISTORY

In the Southwestern Exposition and Fat Stock Show at Fort Worth, the champion Hereford bull was shown by Doug Davis of Loveland, Colo.; the grand champion Shorthorn bull by W. C. Anderson and Son, West Liberty, Ia., and the grand champion steer over all breeds was an Angus shown by the Crenshaws of Black Post Ranch, Olathe, Kan. The price paid for this 1,000-pound animal was \$6,000.

Top honor in the event went to a 1,065-pound Hereford shown by 14-year-old Loren McDowell, Jr., of Howard County, Tex. The reserve animal was an 813-pound Hereford exhibited by James Allen of Mason, Tex.

A trio of Oklahoma A&M College stu-

dents, one of 10 teams, took top honors in the intercollegiate meat judging contest, with a total of 2,707 points out of a possible 3,120. The Wisconsin team was runner-up.

Hereford producers from 12 states invested \$80,080 in 90 head of Herefords at the auction; 58 bulls averaged \$1,023; 32 females returned a total of \$20,190. Top selling bull was from Turner Ranch, Sulphur, Okla., and brought \$7,000. Top female brought \$1,700.

CHICAGO CHANGES STEER RULE

The management board of the International Live Stock Exposition at Chicago has announced new regulations to apply to future fat cattle shows, starting with the 1954 event, Nov. 26-Dec. 4: In

both the adult exhibited open classes and in the junior livestock feeding contest, in which 4-H and FFA boys and girls exhibit, all steers will be shown in three classes instead of four. The youngest aged class—junior calves born after Jan. 1 of the year of the show—will be eliminated. Age and weight limits, with thorough checks on the animals, will be invoked; and every steer will be ear-punched to prevent its being re-shown the following year.

BRAHMAN OFFICERS RENAMED

The full slate of incumbent officers of the American Brahman Breeders Association was re-elected at the 30th anniversary meeting of the organization in Houston last month. President is Edgar H. Hudgins of Hungerford, Tex. Other officers include: Cecil K. Boyt, Devers, Tex., first vice-president; S. Paul Cornelius, Coleville, Calif., second vice-president; Houghton Brownlee, Sr., Burnet, Tex., treasurer; Harry P. Gayden, Houston, executive secretary.

Following the meeting, it was announced that the ABBA has commissioned Dr. G. L. Artecona, veterinarian and animal breeding specialist, to tour major cattle raising regions of Latin America for five months in an endeavor to acquaint his group more thoroughly with needs of Latin American cattle producers. Dr. Artecona will also collect material for a book he is preparing on the breed.

ANGUS JUNIOR MEMBERSHIP SHOWS 21 PER CENT RISE

The American Aberdeen-Angus Breeders Association reports that in the first quarter of the 1954 fiscal year 21 per cent more junior breeders joined the association than in the same period last year. Junior memberships are granted to youngsters owning one or more purebred Angus, and are convertible to lifetime memberships at the age of 21. The Angus association announces also that 327 new lifetime members were added to the roster during December, 1953—the largest number of new members to join in a single month since March, 1952. Membership has been tripled during the past ten years.

YOUNGSTER WINS AT HOUSTON

At the Houston Fat Stock Show and Livestock Exposition early in February, a 960-pound Hereford steer took the grand championship for Dayton Crenwelge of Fredericksburg, Tex., who then received \$12,500 for the animal in the auction ring. The animal was the best of a record 905 steers entered in the event.

'LONE STAR SPECIAL' WINS

The grand champion of the 1954 San Antonio Livestock Exposition in mid-February was shown by 17-year-old Ann White of Big Spring, Tex. The successful young exhibitor is the daughter of the Floyd Whites, who operate a tenant farm of 840 acres which has been drouthted out the past four years.

AMERICAN CATTLE PRODUCER



Part of a crowd of 880 horseback riders is shown at Hempstead, Tex., last month on the annual Salt Grass Trail, a pilgrimage along a historic cattle trail 70 miles long from Brenham to Houston. About 1,000 were expected to join the ride into Houston to help open the annual Houston Fat Stock Show; this is believed to be the largest horseback maneuver of its kind in the world. (World Wide Photo.)

RED BLUFF SALE FIGURES

According to the sale manager of the Red Bluff Bull Sale in Red Bluff, Calif., "In each of the four breeds sold, those grading highest brought by far the highest average prices." For the 282 animals sold in this 13th annual sale, those grading one minus, the top grade, went for 50 per cent more money than the average of bulls in the next lowest grade, or two plus. Bulls grading less than two minus were sifted from the sale.

The top four Herefords averaged \$1,800; the top six Angus \$537.50; the top five Shorthorns \$901, and the top single Polled Hereford animal, \$1,075. The top 10 animals of the sale averaged \$1,278.

GRAND NATIONAL JUNIOR SHOW COMING UP IN APRIL

One thousand FFA and 4-H boys and girls in the Far West are busily preparing some 3,000 head of livestock for the 1954 Grand National Junior Livestock Exposition and Arena Show, to be held in San Francisco Apr. 10-15. Cash premiums amounting to \$24,000 will be available for competition among the youthful exhibitors in the livestock exposition.

CHAROLAISE MEETING HELD

In the annual membership meeting of the International Charollaise Cattle Raisers Association at Houston last month, C. N. Frost of Houston was re-elected president; W. D. Parker remained as vice-president and Clayton Smith as treasurer. Also renamed were Mrs. Betty Lunsford, Houston, executive secretary-treasurer, and Miss Billie Yates, Vineyard, Tex., secretary. Eight states and Mexico were represented at the meeting.

SANTA GERTRUDIS NEWS

In a contest for fat steers held at Havana, Cuba, last month, Santa Gertrudis cattle dressed out at 65.26 percentage (not weight). The top group of the breed yielded 66.20, and the Santa Gertrudis exhibited were judged choice. Out of 14 lots shown, four were of that breed.

King Ranch of Texas announces it will shortly begin cattle operations in its third foreign country at a ranch to be known as King Ranch do Brazil; 259 purebred Santa Gertrudis animals have been shipped to the new location.

SHORTHORN PUBLICIST LEAVES

Rex Thomas, for two and a half years promotion director for the American Shorthorn Breeders Association, has left that position to join a private advertising concern in Chicago. Prior to his association with the breed organization, Mr. Thomas was director of publicity for the International Livestock Exposition.

NEW HEREFORD STAFFMAN

Lyle Roberts has been appointed to the field staff of the American Hereford Association. For the past six years he served as a field representative for the Hereford Journal in the Southeast and East. He is a native of Nebraska.

March, 1954

BULLS

FOR SALE AT PRIVATE TREATY

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

MESSERSMITH'S HEREFORDS

We have a carload of serviceable aged bulls and 200 females, some to calve soon, for sale at current prices.

F. E. MESSERSMITH & SONS - 623 Emerson, Alliance, Nebr.

POLLED OR HORNED HEREFORD BULLS

Our bulls have sired top selling feeder cattle for many commercial cattlemen

RUGGED BULLS

REASONABLE PRICES

A. B. Hardin

Phone 022F23

Gillette, Wyo.

ABERDEEN-ANGUS CATTLE

Purebred and Commercial

GRASS RANGE

N BAR RANCH

MONTANA



Spectators on the fence are J. M. Cartwright of Phoenix, former president of the Arizona Cattle Growers, at left, and Lyle Young, livestock man for the First National Bank, Phoenix, and son of a pioneer cattle family. Object of their attention was this five-year-old 2,000-pound steer raised by Mr. Cartwright on his Cave Creek ranch. The CC brand is one of the oldest in the state; the steer shown here dressed out 64 per cent choice; its owner says he raised it to see if he could "raise one like we used to sell." Mr. Cartwright is a 50-year charter member, as well as past president, of the state association.

(Richard Schaus photo.)

NATIONAL ALL-FEMALE MILKING SHORTHORN CONGRESS SALE AND MEETING **APRIL 23-24**
Springfield, Mo.

YOU ARE INVITED to attend the year's biggest Milking Shorthorn Sale. Your chance to select the best in Milking Shorthorns—picked from the nation's choice herds. For particulars and catalog write

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VOLUME 2 GALS. Per Minute!

Sells for half the price of any other power sprayer. Plenty of pressure and volume for spraying livestock, buildings, orchards, etc. Equipped with NYRO "Nylon Roller" Pump. Powered by direct drive from 2.6 H. P. gas engine. Write for Illustrated Literature and "30-Day Trial Plan".

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Angus heifers make SUPERIOR MOTHERS

Less calving trouble

Angus heifers have less calving trouble, for Angus calves have smaller, polled-shaped heads. Gives you more calves to sell.

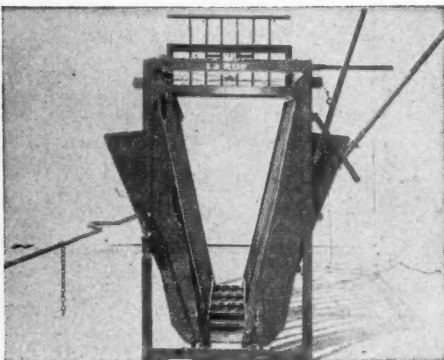
Give more milk

Angus cows are alert, aggressive mothers . . . provide more milk for their calves. Gives you bigger calves to sell. Be ahead! Build an Angus herd! Buy Black heifers!

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THE FINEST CATTLE SQUEEZE EVER BUILT —BAR NONE

Does ALL the work of a Squeeze, Calf Table and Stock. The greatest time and labor saver you've ever seen.



Front, Open View of the LaRue "Long Bar" Squeeze

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 For Price and Literature

TEXAS HAS ANGUS ELECTION

Around 250 persons attended the early-February meeting of the Texas Aberdeen-Angus Association at Fort Worth, where Henry Moore of Eldorado was elected president; C. W. Chandler of Nocona and Jack S. Mann of Marshall, respectively first and second vice-presidents.

RICE NAMED TO JUDGE SHOW IN AUSTRALIA

John E. Rice, senior partner in operations of the John E. Rice & Sons Polled Hereford herd near Sheridan, Wyo., has been invited to judge Australia's 1954 Royal Easter Polled Hereford Show this spring. He leaves Mar. 9 for his assignment as the second U. S. breeder to be so honored (the first: Walter M. Lewis of Larned, Kan.).

OREGON SALE FIGURES \$478

Northwestern cattlemen paid \$477.95 on the average for 83 head of purebred range bulls at the Oregon Cattlemen's Association sale in Ontario, Feb. 13. The top bull sold at \$1,650; the reserve champion bull brought \$810. In the Short-horn division, the top price was \$875 for a herd sire prospect. Average price on 72 Herefords was \$483.82; for 11 Short-horns it was \$439.54.

ARIZ. ANGUS OFFICERS NAMED

At a meeting Feb. 9 in Phoenix, the Arizona Aberdeen-Angus Breeders Association named John H. Evans of Phoenix president and James H. Lewis of Mesa secretary-treasurer.

The Arizona Angus Women's Auxiliary also held an election, naming Mrs. Tom Greenfield of Marana to the presidency and Mrs. Volney M. Douglas, of Phoenix, secretary-treasurer. Mrs. Lamar Kempton of Safford is vice-president.

S. D. ANGUS TOTAL \$21,100

The sale held by the South Dakota Angus Breeders Association last month totaled \$21,100 on 58 lots for a \$364 average, with 33 bulls figuring \$401 and 25 females \$317. The top bull brought \$1,035; the top female \$510.

Past President Hyatt Testifies on Grazing Bill

The administration's grazing bill, though not affecting all members of the American National, nevertheless contains fundamental principles of primary interest to all, Sam Hyatt, immediate past president of the American National, said in testifying before a House committee.

He listed these principles:

1. Good landlord - tenant relationship is of major interest to all citizens. "We think, if a program of conservation and wise utilization of soil and water is to be the objective—and since most of the lands involved are used on a tenancy basis—the measure is a step in the right direction."

2. A top objective of the bill, he said, is to encourage improvement in the land,

NATIONAL WESTERN POLLED HEREFORD PRESIDENT NAMED

Walter M. Lewis, a partner in the firm of John M. Lewis & Sons' Alfalfa Lawn Farms, Larned, Kan., has been elected the 1954 president of the National Western Polled Hereford Association. He succeeds William Spidel of Roundup, Mont.

CIRCLE M POLLED HEREFORDS TOTAL \$231,950 ON 51 HEAD

At Senatobia, Miss., the Circle M Ranch sale has brought in a total of \$231,950 on 51 Polled Herefords to average \$4,548 per head. A year ago, M. P. Moore, owner of the ranch, sold 50 Polled Herefords for an average of \$7,230 a head on a gross of \$361,425—an all-time record for either horned or Polled Herefords at public auction. In the sale last month, 20 bulls totaled \$136,950 for an average of \$6,848, with the top-selling animal going for \$25,000 and the second-high bull (a half-brother to the sale top) bringing \$20,400. In the females, 31 heifers sold for \$95,000, averaging \$3,065; the highest selling female went for \$8,000 and the next-high sold at \$5,850.

NAT'L POLLED HEREFORD SALE GOES TO OHIO IN 1954

The 1954 National Polled Hereford Show and Sale has been set for Nov. 1-3 at Columbus, O., with animals of the breed from all sections of the country expected to compete for \$7,500 in premium money to be given by the Buckeye Polled Hereford Association. This will be the first Polled Hereford National scheduled in the state of Ohio; previously, the event has been held in virtually every other section of the nation.

POLLED SHORTHORNS AVERAGE \$570 AT NATIONAL CONGRESS

The National Polled Shorthorn Congress show and sale at Ocala, Fla., some weeks ago showed a top bull price, for the champion animal, of \$1,500, with the reserve champion bull selling for \$1,550, the champion female bringing \$1,350 and the reserve female \$850. Top price for a female was \$1,500. Seventy-eight lots in the sale chalked up a total figure of \$44,460 for a \$570 average, 43 bulls figuring \$608 and 35 females \$523.

and whether that land is wheatland rented from individuals in Kansas or grasslands rented from the government, it is essential that the lessee have assurance he will have some benefits from it.

He did not foresee that appeals procedure set forth in the bill would burden the Forest Service with undue legal matters. "Any citizen," he said, "should have the right of access to courts when his rights have been dealt with contrary to law."

He said the stockmen to not "claim or desire exclusive rights to the national forests. The bill would protect all interests involved and encourage development of the resources to the benefit of all and should remove some of the uncertainties that the tenants now feel."

AMERICAN CATTLE PRODUCER

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PRODUCER

Letters TO THE EDITOR (Cont. fr. P. 4)

producers. Like many others, I object to direct subsidies and compulsion. I have a suggestion: Farsighted producers always cull their herds, but often these culls are bought for further breeding. If they were spayed, this could not happen. To encourage use of she-stuff for beef, I suggest when a producer sells

heifer calves or spayed she-stuff up to six years old, proceeds be exempt from income tax, the exemption to be removed when numbers were again in line with consumption.—Homer Arnn, Mohave County, Ariz.

RECOVERING—Am still house-bound but gaining each day, slowly. . . Did miss the convention. It is still spring-time, and has been for two months. F. E. Messersmith, Box Butte County, Nebr.

The State Presidents

G. R. "Jack" Milburn of Grassrange, Mont., president of the Montana Stockgrowers Association, is an articulate spokesman for his group and for the ideas he holds about operating a cattle ranch. His home is one of Montana's



Jack Milburn

oldest ranches—the old N Bar, which was organized in the foothills of the Snowy Mountains in the central part of the state about 1885 by an early-day mining man from Helena. It is, in the words of Mr. Milburn, "a very practical site."

Jack Milburn has lived on the N Bar for 23 years, and his partners in the business are three other Montanans: Norman Holter of Helena, his brother, Gene Milburn, who now lives part of the time in Montana and part in Denver, and Reno Sales of Butte. As for the ranch itself: "We run both commercial and purebred Angus cattle. We started the herd with 20 commercial cows in 1930; by trading hay and pasture for wintering of a prominent Angus herd, we obtained old cows and established our original herd from practically 100 head of that herd. We have built up now to a considerable size, running both commercial and purebred animals." Mr. Milburn disclaims "anything unusual" in the N Bar's method of cattle operation, and it is here that he gives notice to some of his thoughts on the "natural" ways of running a cattle business. Says he: "We try to stay with the old ideas of operating cattle—plenty of feed in the winter, good rustling, good water, shade and grass in the summer. We use as few mechanical gadgets as possible. We believe in the old branding methods."

Mr. Milburn has been president of the state stockmen's organization for more than a year, and he was vice-president before that. "The market situation is our biggest concern," he says. "We feel that if we can operate economically and on well balanced ranches we can get along. We are not

at all in favor of supports from the government. All we ask," he stresses, "is that the American people eat American beef."

Jack Milburn and his family live on the ranch. He feels that "That's the only way to operate a ranch—live there." Mrs. Milburn's contribution over the years, in the care of the family and some of the operations of the ranch receives full credit from her husband. The family includes a son who is married and himself the father of two children, and a daughter who is a junior at Montana State College. The son, now with the air force in Korea, is also a graduate of Montana State and his father hopes that the boy, when he is through with his service with Uncle Sam, can return to the ranch.

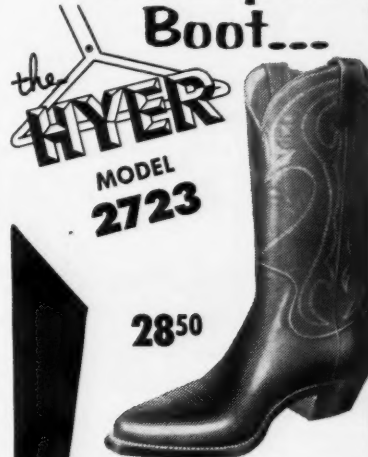
Jack Milburn has "tried to contribute in the community wherever needed, on local board, school boards—anything of public service in my immediate community." He served 20 years on the Fergus County high school board in Lewistown; has been a director on the Chamber of Commerce; helped write the present grass conservation act in Montana; served as a member of the Grass Conservation Commission for 11 years. He is a member of the Helena branch of the Federal Reserve Board and a director of the Montana Power Company.

He attended schools in Montana—in Helena, Butte and at the state college in Bozeman, receiving a degree there before the first World War, in civil engineering. After serving in the war, he returned to ranching.

His selection as Stockman of the Year in 1953 by the Record Stockman of Denver is recalled proudly by Mr. Milburn, who feels such recognition was a great honor "because of the caliber of the people who have been selected in the past from so many parts of the west." He looks upon it as a special honor to his state, as well as a personal one.

Pride in the stockgrowers' association he heads comes close with Mr. Milburn because of the size and importance of the association, with nearly 5,000 members and a very active group which has had "some very wonderful people connected with it."

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This is the first time Hyer has been able to offer a boot with all the fine, top quality Hyer features at such an amazing low price! The Hyer Model 2723 is dressy but durable...the right combination of style and service...in short, a perfect all-purpose boot. Top quality features include the best aniline-dyed leather, top quality workmanship, and special Hyer lasts for perfect fit and comfort. Absolutely no sacrifice of quality. Seventy-nine years of know-how make possible this sensational new boot...the Hyer Model 2723...at such an outstanding low price. You won't believe it 'til you see it. At your dealer's, or write to:

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WHEATLAND RANCH

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James B. Hollinger Chapman, Kan.

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American Cattle Producer, \$2; Arizona Stockman, \$1.50; Southern Livestock Journal, \$2; The Sheepman, \$2; Hog Breeder, \$2; Sheep Breeder, \$2; Gulf Coast Cattleman, \$2; Mississippi Stockman Farmer, M., \$1.

Horses
Rider & Driver (horses, sport, pleasure), \$5; Eastern Breeder, \$2; Ranchman (Quarter Horse), \$2.

Pigeons
American Pigeon Journal (Squab fancy), \$2.
Poultry
Crackle & Crow, \$1; Florida Poultry & Farm Journal, M., \$1.

Rabbits
American Rabbit Journal, \$1; California Rabbit News, M., \$1; California Rabbit Magazine, M., \$1; Rabbit Raiser, m., \$1; Angora Rabbit Magazine, M., \$1.

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MAGAZINE MART

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March, 1954

SMUGGLER PLEADS GUILTY

Alphe A. Broussard, Lafayette, La., pleaded guilty to charges of smuggling 69 head of Charollaise cattle from Mexico to Louisiana. William Babb, El Paso, also indicted in the case, pleaded not guilty. Antonio Enrique Gilly, Mexico, also charged as seller, was reported to be in France.

U.K. MEAT CONTROL TO END

The United Kingdom is thinking of ending rationing, allocations and price controls on meat this summer. Control of the industry has existed since 1939.

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10-lb. carton,
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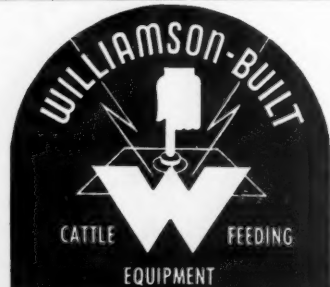
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JUNIOR REVIEW

In the eighth annual convention of the Junior American National Cattlemen's Association, Nathan Ellison presided in the absence of Jim Cowan. A report by the treasury revealed a total of \$335.96 on hand. Committee appointments included the following:

Public lands, Leonard Austin and Ross Ham; Forest, Billie Hunsaker and B. W. Cox; Brand and theft, Fay Holmes, Bob Cowan and Mary Ellen Cowan; Sanitary regulations, Don Ham and Dave Younkin; Livestock marketing, Bernice Martmus and Paul Painter; Public relations, Alta Wadlow and Pat Olea; Resolutions, Ann Harris and Karen Reynolds; Transportation, Leon Hinkson and Nathan Ellison; Finance, Jerry Houck and Tom Jones.

The program at the second session of the young people's organization featured a talk by Tom Glaze of Swift & Company. Following that, a series of resolutions was adopted. These included: An expression of thanks to the senior association and to Assistant Executive Secretary Radford Hall for assistance given. The PRODUCER will continue to serve as the publication for Junior Association news, with an officer in each state to be responsible for reports on his respective state conventions and other events of interest. These were listed at the meeting thus: January—None; February—Secretary, Junior National (Carol Witwer, Greeley, Colo.); March—Arizona; April—Kansas; May—New Mexico; June—Colorado; July—Nebraska; August—South Dakota; September—Contributions from the states; October—College attendance; November—Junior American National plans.

Other resolutions called for the Juniors to contribute to the American National Cattlemen's Association building funds, the amount to come from the state groups. It was voted that a letter of thanks be sent to Swift & Company for extending an invitation to the Junior president to the Swift Tour. Later, Nathan Ellison read an account from President Jim Cowan on this tour, which he had attended.

An informative round-table discussion was presented by the South Dakota delegates, with Don Ham acting as chairman.

Reports from state delegations include: South Dakota, where there is a \$600 balance in the treasury; Arizona, with \$900 on hand; Colorado, with more than 120 members, who will meet in Pueblo in May; Nebraska, with \$500 in the treasury and \$78 donated to the National building fund.

Officers elected are: Jerry Houck, South Dakota, president; Don Ham, South Dakota, first vice-president; Dave Younkin, Nebraska, and Nathan Ellison, Arizona, second vice-presidents; Carol Witwer, Colorado, secretary; Leonard Austin, Colorado, treasurer. Incoming President Houck appointed Fay Holmes to be the historian. — CAROL WITWER.

Personal Mention

Charles A. Joy, assistant chief of the division of range management, Forest Service, since 1952, has been named chief; he succeeds Walt Dutton, retiring after 40 years of service. Mr. Dutton is accepting an 18-month assignment under contract from the British government as range consultant for the British colonies in Africa. Mr. Joy, the new chief, is a graduate of the University of Montana, in which state he was first employed by the Forest Service in 1922. He is a native of Indiana and a World War I veteran.

At left is Bob Cox of Globe, newly elected president of the Arizona Junior Cattle Growers, with Bob Cowan of Tombstone, retiring president, holding a new hat given as a gift.



Mrs. Myrtle A. Black, American National office manager, is mourning the loss of a brother, Jesse Alden, for whom services with military honors were held at Denver last month. Mr. Alden, a veteran of World War II, had been ill for some time.

Don Hanna: This well known retired rancher of Cherry County, Nebr., passed away last month at age 67 after a brief illness from which he was thought to be recovering satisfactorily.

James A. McConnell of Ithaca, N. Y., has been named administrator of the Commodity Stabilization Service, succeeding Howard H. Gordon, who will continue as a consultant.

Howard J. Doggett of Montana has been appointed a director of the northwest area, Commodity Stabilization Service. He will be responsible for the administration of production adjustment and price support programs through the farmer committee system in nine northwestern states.

Under Secretary True D. Morse has been appointed by Agriculture Secretary Benson to be president of the Commodity Credit Corporation in addition to his other duties. He replaces Howard H. Gordon in the CCC post.

George W. Montgomery of Bakersfield, Calif., has been elected a director of the Kern County Land Company, to succeed Carl A. Melcher who recently passed away.

Sam C. Hyatt, recent past president of the American National, was a welcome visitor in the Denver offices last month on his way home from Washington meetings.

AMERICAN CATTLE PRODUCER

THEY AID NATIONAL BUILDING FUND

The American National Cattlemen's Association has acknowledged with thanks recent contributions to the fund for erecting its new office home at Denver. Enthusiasm for the projected plan ran high at the National convention in Colorado Springs where architect's drawings were on display—resulting in a gratifying boost in donations. The PRODUCER is printing each month as many of the names of these contributors as space will allow:

ARIZONA	NEW MEXICO
Bar Boot Cattle Co.	Geo. A. Godfrey
Bar T Bar Ranch,	Ed Heringa
E. W. Chilson	Linda M. Lambert
Jack Cartwright	Albert K. Mitchell
Fred J. Fritz	NORTH DAKOTA
Earl E. Horrell	John H. Hanson
O. K. Ranch	Andrew Johnston
One V Ranch (Suc-	Thore Naaden
cessors to Hunt	OKLAHOMA
Bros.	C. V. Penner
CALIFORNIA	OREGON
Avenales Cattle Co.	Hotchkiss Co.,
S. D. Sinton	O. D. Hotchkiss
Edna M. Smith	Anna Oliver
Leroy W. Triplett	Keerins
Elizabeth Anne	Robert Lister
Cumming Tulloch	Morrow Bros.
and Mary Lou	Herman Oliver
Cumming	Otley Brothers
COLORADO	SOUTH DAKOTA
Frank Fehling	Peter Clausen
Geo. E. Hardesty	Angus Kennedy, Jr.
Arthur Lewis	TEXAS
Francis P. Murphy	Fred A. Hobart
Security State Bk.	J. A. Mathews
IDAHO	Ranch Co.
Roland J. Hawes	Matthews &
MONTANA	Brittingham
E. A. Boam	J. M. Reynolds
Alex Christie	Ray W. Willoughby
Dale E. Metlen	WYOMING
NEBRASKA	Howard Flitner
Monahan Cattle Co.	Hyatt Brothers
NEVADA	Donald Steiger
Oren F. Boies	
Geo. W. Smith	

Population Count

(Continued from Page 9)

to only 17 per cent of the number of breeding ewes one year old and over. This percentage is the lowest since 1945. A significant factor in 1953 was the relatively low slaughter of ewes. Even though the total slaughter of sheep and lambs during 1953 was about 14 per cent larger than in 1952, the proportion of sheep, mostly ewes, was the lowest since 1941.

In the 13 western states, stock sheep numbers declined 4 per cent, four large of the native states showing moderate declines while 14 states registered no change. All other native states showed slight decreases.

HOGS

Hogs were estimated at 48,179,000 head, the smallest number since 1938. This year's inventory was 11 per cent or 6,115,000 head below the 54,294,000 head on farms a year earlier and 24

per cent smaller than the 1943-52 average. Hog numbers were lower in all regions of the country with the north Atlantic, south central and western states recording the greatest decline. In the Corn Belt (12 north central states), which now has 75 per cent of the total hogs, numbers were down 9 per cent from a year earlier.

Hogs under 6 months of age showed a reduction of 8 per cent from a year earlier, and the lowest for this class since 1948. These hogs were largely from the 1953 fall pig crop, which was 9 per cent smaller than in the fall of 1952. Sows and gilts are estimated at 8,731,000 head—an increase of 6 per cent over Jan. 1, 1953. Other hogs over 6 months of age on Jan. 1, 1954, were 26 per cent below a year earlier and the smallest since records were started in 1920.

Chickens (excluding commercial broilers) totaled 439,721,000—2 per cent more than a year ago, but 10 per cent less than the 1943-52 average. Farm holdings of turkeys (excluding turkey fryers) numbered 5,323,000, about the same as a year ago, but 10 per cent below the average.

HORSES

The horse, man's faithful servant since prehistoric times, is registered in the current government livestock count as numbering less than 3½ million head on farms and ranches. Thirty-five years ago the count was 21 million. Value per horse has gone down from \$61.07 in 1920 to \$48.80 today.

Randall Report

(Continued from Page 7)

It would give the President authority in various ways further materially to reduce the tariff rates.

It would extend the Reciprocal Trade Act three years and after that extend it a much longer period.

It would modify as much as possible the "peril point" and "escape" clauses which are designed to protect domestic industries.

In effect it advocates the repeal of the "buy American" laws which, while providing ample protection for emergency purchases by the armed forces, have increased army buying of domestic beef.

It suggests subsidizing and retraining of workers if low tariffs should put them out of work—a highly questionable proposal.

Conspicuously absent from the report is any reference to the present status of our tariff rates which average only 5.1 per cent—and only seven of the major countries have rates lower than ours.

The recommendation of the Randall commission stands as a danger to the cattle interest in tariffs on cattle, dressed beef, pickled beef, canned beef, tallow and hides. But it is an even greater threat to the cattleman when it affects the industrial worker, who is a heavy user of beef.

Cure Found For Calves With Lead Poisoning

The Journal of the American Veterinary Medical Association reports a new treatment for saving calves that lick paint and thus contract lead poisoning. The chemical used is known commercially as calcium versenate. More than half of the calves treated in a test group recovered; some of them, already blind, began to recover their vision within four or five days. The studies were at the school of veterinary medicine, University of California.



Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$325, postpaid.

CATTLE BLANKETS

Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



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NECK CHAINS

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2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.



Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser.

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GOLD SEAL



Range and Pasture GRASS SEED

Heavy Yield and Hardy Stand

This new exclusive formulae is a scientific combination of disinfectant, fungicide and plant stimulant that controls damping off and seed rotting while hastening germination.

It protects from soil diseases that are so often destructive to untreated seeds. It aids seed vitality, promoting vigorous growth even under adverse conditions.

free catalog and price list.

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March, 1954

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Classified rates: 90 cents a line; lower rates for 3 and 6 insertions. Figure a line as 7 words.

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FOR SALE OREGON RANCHES

IF INTERESTED in Oregon Stock Ranches or diversified farms write for listings to

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Situated in beautiful Carson Valley. 2,400 acres. Modern 10-room home, 2 tenant houses, 37 horsepower hydro-electric plant, excellent water rights, 400 irrigated acres, more can be developed. Modern grade A dairy barn, accommodate 50 cows, 150 beef breeding cows. Fully equipped for present operations.

James Canyon Ranch, Genoa, Nev.
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are selling for less money. We have a number of ranches on our listings (big, medium or small ones) priced to sell. Contact

H. W. King, Ranch Broker
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Phone AComa 2997

FOR RANCHES, GROVES OR HOMES contact J. H. Holben, Realtor, Lake Wales, Florida.

Cattle, sheep ranches, wheat farms in Eastern Montana. E. L. (Roy) Alexander, Jordan, Montana.

For Rent—Small well improved Nebr. Sandhills ranch. Excellent pastures. Wet hay meadow. On U. S. Highways. Julia Braddock, Bassett, Nebr.

CALIFORNIA CATTLE RANCH

In famed Santa Ynez Valley, 40 miles from Santa Barbara. 1200 acres. Magnificent ranch house designed by Plunkett, 10-car garage, swimming pool, spacious foreman's cottage, ample barns and sheds, plenty of water. Also ranch of 110 acres available for \$500 an acre.

WALLACE HEBBERD
Santa Barbara, California

CATTLE PARITY PRICES

Parity on cattle on Feb. 15 was 76 per cent and average price \$16.20. Slaughter steers at Chicago averaged: Prime \$27.74 (92.1 per cent of parity); choice \$23.86 (84.6 per cent); utility \$15.54 (75.6 per cent); utility cows \$11.72 (67.4 per cent); feeder steers (at Kansas City) \$20.03 (89.1 per cent of parity).

COW AND HEIFER SLAUGHTER

Cow and heifer slaughter under federal inspection in January 1954 was 47.8 per cent of all federal cattle slaughter compared with 43.3 per cent in January 1953. For the year 1953 it was 43.3 per cent.

AUCTION SCHOOLS

LEARN AUCTIONEERING. Free catalog. Reisch Auction School. Mason City, Iowa.

INDIAN RELICS

6 PERFECT ancient Indian arrowheads, \$2.00; Grooved stone War Club, \$2.00, \$3.00; Grooved tomahawk, \$3.00, \$4.00; Fine peace pipe, \$5.00. List free. Lear's, Glenwood, Arkansas.

IODINE FOR CATTLE

CATTLEMEN, ATTENTION: Use pure powdered livestock iodine—"DFT"—in your stock salt or minerals. Especially effective in preventing slow breeding in cows and weak or stillborn calf losses often mistaken for abortion troubles. Widely used since 1936. Most successful saving calves. Market prices. Write — CUL-LINAN'S, Bucktail, Nebr.

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We will tan anything from a mouse to a moose. Either with hair on, or various kinds of leather. Manufacturers gloves, garments, robes. Quick, efficient reliable. Free price list. Valcauda Fur Co., National Bldg., Seattle, Wash.

MISCELLANEOUS

Steer, Fox Hunting Blowing Horns; high tone, hand made, beautiful finish, 12" \$2.50; 14" \$3.00; 16" \$3.50; with reed \$6.00. Also Goat and Sheep (Rams) Fox Horns. Send stamp for complete price lists. Postpaid.

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Send 10c for lists either shotguns, rifles, handguns, ammunition or send 25c for all lists. FRAYSETH'S, Willmar, Minnesota.

Mexican Burros—Babies and young; tame for pets, ride and breeding, \$45.00, Laredo; or \$90.00 prepaid. Mexican Saddles complete for boys, \$35.00, Laredo. Send stamp for information.

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Mar. 12-13—Kansas Livestock Assn. convention, Wichita.

Mar. 22-24—Texas & Southwestern Cattle & Horse Raisers' convention, San Antonio.

Mar. 25-27—Tucson (Ariz.) Livestock Show.

Mar. 28-30—Convention New Mexico Cattle Growers, Albuquerque.

Apr. 10-15—Grand National Junior Livestock Exposition, San Francisco.

May 13-15—Washington Cattlemen's Assn. convention, Okanogan.

May 17-19—Oregon Cattlemen's Assn. convention, Baker.

May 19-21—Idaho Cattlemen's Assn. convention, Lewiston.

May 20-22—Montana Stockgrowers Assn. convention, Miles City.

June 1-3—Wyoming Stock Growers Assn. convention, Laramie.

June 2-5—Colorado Cattlemen's Assn. convention, Pueblo.

June 7-9—Convention, South Dakota Stock Growers Assn., Hot Springs.

June 7-9—Convention North Dakota Stockmen's Association, Dickinson.

June 10-12—Nebraska Stock Growers Assn. convention, Chadron.

COLD STORAGE HOLDINGS

(In Thousands of Pounds)

	Jan. 31 1954	Dec. 31 1953	Jan. 31 1953	5-Yr. Avg.
Frozen Beef	218,080	240,916	249,714	175,580
Cured Beef	9,353	8,138	14,207	13,656
Lamb, Mutton	11,650	12,232	20,816	16,305
Total Pork	389,231	326,098	595,546	627,300
Total Poultry	265,618	275,887	261,072	257,970

FEDERALLY INSP. SLAUGHTER

(In thousands)

	Cattle	Calves	Hogs	Sheep
Jan. 1954	1,541	546	4,712	1,241
Jan. 1953	1,313	453	6,267	1,289

CHICAGO LIVESTOCK PRICES

	Feb. 25, 1954	Feb. 24, 1953
Steers, Prime	\$25.50-30.50	\$24.00-29.50
Steers, Choice	22.25-27.00	21.50-25.50
Steers, Good	19.00-23.00	19.50-22.50
Steers, Comm.	16.00-19.50	18.00-20.50
Cows, Comm.	12.75-14.00	
Vealers, Ch.-Pr.	27.00-29.00	
Vealers, Cm.-Gd.	16.00-27.00	23.00-30.00
Calves, Ch.-Pr.	18.00-25.00	
Calves, Cm.-Gd.	14.00-18.00	17.00-21.00
F&S. Strs., Gd.-Ch.	17.50-23.00	19.00-26.50
F&S. Strs., Cm.-Md.	12.50-18.00	15.00-19.50
Hogs (180-240 lbs.)	25.50-26.15	19.85-20.35
Lambs, Gd.-Ch.	21.25-22.75	20.50-21.50
Ewes, Gd.-Ch.	7.50-9.50	9.25-10.25

(* Figured on 220-240-lb. hmoys in 1953)

WESTERN DRESSED MEATS

(Chicago)*

	Feb. 25, 1954	Feb. 24, 1953
Beef, Prime	\$44.00-45.50	\$48.00-52.00
Beef, Choice	37.00-39.00	39.50-43.50
Beef, Good	33.50-35.00	36.00-38.00
Beef, Comm.	30.00-32.50	33.00-36.00
Cow, Comm.		29.00-31.00
Veal, Prime	44.00-47.00	54.00-58.00
Veal, Choice	37.00-39.00	
Veal, Good	34.00-38.00	42.00-46.00
Calf, Choice	30.00-33.00	
Calf, Good	28.00-31.00	
Lamb, Choice	40.50-43.00	37.00-44.00
Lamb, Good	39.00-42.00	
Pork Loin, 8-12 lbs.	55.00-58.00	48.00-50.00

(* Based at New York in 1953)

MORE CATTLE IN CANADA

Cattle and calves on farms in Canada on Dec. 1, 1953, totaled 9,371,000 head, which was a half million more than were on hand a year earlier. Sheep numbers totaled 1,161,000, an increase over the previous year, and hog numbers declined somewhat to 4,721,000 in 1953 as a result of smaller 1953 spring and fall pig crop.

AMERICAN CATTLE PRODUCER